

# Funworld

NOVEMBER/DECEMBER 2023

A portrait of Wuthichai Luangamornlert, a middle-aged man with short dark hair and glasses, wearing a dark suit jacket over a light blue shirt. He is smiling and standing in front of a blurred background of colorful lights.

## Heart & Soul

Meet 2024 IAAPA Chairman of the Board  
Wuthichai Luangamornlert from Bangkok's  
Siam Amazing Park

# MAXIMIZE YOUR PARK *Profits*

TRANSFORM YOUR PARK CONCESSIONS WITH  
MOBILE FOOD HOTSPOTS



OneFatFrog.com • (407) 480-3409 • [fleet@onefatfrog.com](mailto:fleet@onefatfrog.com)



# FAMILY ADVENTURE



ORLANDO  
14-17 NOVEMBER  
BOOTH #5124

NEW 2023 - FAMILY LAUNCH COASTER 'BIG BEAR MOUNTAIN'  
DOLLYWOOD, USA



SUSPENDED FAMILY COASTER 'PHOENIX'  
DENO'S WONDER WHEEL AMUSEMENT PARK, USA

## DISCOVER MORE!

Our team of specialists in concept design, engineering and manufacturing can deliver the most thrilling experience for your guests! Whether you want to create a new family coaster that appeals to children, teens, parents and grand-parents, are looking for a new heart-pounding experience to delight thrill seekers or want to develop any other attraction that will make your venue a success, Vekoma will assist you to discover more!

We look forward to meeting you at **IAAPA EXPO!**

**WWW.VEKOMA.COM**



**Holiday World  
& Splashin' SAFARI®**

**Good Gravy!**  
Family Coaster

NEW 2024 - FAMILY BOOMERANG 'GOOD GRAVY'  
HOLIDAY WORLD & SPLASHIN' SAFARI, USA



VEKOMA



SEE YOU AT  
**IAAPA EXPO ORLANDO**  
BOOTH #3825

Audio

Wind

Buttkicker

Scent

# DOME RIDE THEATER

WHERE IMMERSION  
COMES FULL CIRCLE

## 75 MILLION PIXELS AND 2x6K LED TECHNOLOGY

With its tilting and rotating motion system, the unparalleled sphere accommodates 80 people, each enjoying a unique viewing experience. In-seat audio and 4D effects add an extra layer of excitement.

# ATTRACTION!

[www.attraktion.com](http://www.attraktion.com)

# INTAMIN

[www.intamin.com](http://www.intamin.com)

READ MORE





COVER STORY | page 68

# Heart & Soul

Meet 2024 IAAPA Chairman of the Board Wuthichai Luangamornlert from Bangkok's Siam Amazing Park

ON THE COVER: Luangamornlert smiles at IAAPA Expo Asia as he prepares to take up post as 2024 IAAPA Chairman of the Board.

COVER PHOTO BY THOMAS TAY KHIM SONG



## FEATURES



RAMAYANA

### 77 Terrific Thailand

How Thai attractions grow and adapt



KATMANDU

### 115 Creating Katmandu

New Latin America theme park launches a fresh business stream for Falcon's



MICHAEL COSTELLO

### 87 The Stars of San Antonio

FEC operators share their steps to success



© DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON

### 107 Young at Heart

Revitalized museum sparks children's imaginations



## 41 ASSOCIATION NEWS

### EXPO PREVIEW

Bring Fun to the Future of Attractions at IAAPA Expo 2023 ... 42

IAAPA Expo 2023 Official Sponsors ... 44

### EVENTS

Anticipation Builds for IAAPA FEC Summit 2024 ... 50

IAAPA Expo Europe 2024 Wrap ... 54

### NEW MEMBER SPOTLIGHT

Antwerp Zoo ... 56

### IAAPA FOUNDATION

Cedar Fair and Attraction Management Program Leader Shares Value of IAAPA Foundation ... 58

### IAAPA OFFICIAL PARTNER

Make a Difference as an IAAPA Official Partner ... 60

### LEADERSHIP

Believe It: This is a Great Industry ... 62

### CALENDAR ... 64

## DEPARTMENTS

AD INDEX ... 130

TIM'S TURN ... 132

NOVEMBER/DECEMBER 2023  
VOLUME XLII • ISSUE 6

Funworld is a member benefit of IAAPA, the global association for the attractions industry.



Visit [IAAPA.org/News](https://IAAPA.org/News) for leading industry news in the IAAPA News Hub.



# Launch

## — AMUSEMENT PARKS

Silverwood Shines ... 9

## — DISPATCH ... 14

## — REGIONAL UPDATES ... 16

## — TECHNOLOGY

Drone Drive eDNA Research at Zoo Zurich ... 24

## — MARKETING

The Keys to Annual Pass Promotions ... 26

## — WHAT WORKS

Better Food = Better Results ... 28

## — MOVERS AND SHAKERS ... 30

## — IN MEMORIAM ... 32

## — WHAT'S NEW ... 34

## — PEOPLE OF THE ATTRACTIONS

Thierry Coup and Johanna Atilano Debut New Creative Company ... 36

## BUSINESS RESOURCES

HIGH CALIBER KARTING  
AND ENTERTAINMENT



### 123 Racing Toward Physical Disability Access

How smaller attractions are elevating their accessibility efforts



EUROPA-PARK

### 127 Solar Solutions

Attractions pursue renewable energy amid soaring costs





STRAWBERRIES, PROVIDING  
S SUPPLY.

3	51	42	42	25	24
Karla	7	16	24	33	41
Sarah	10	20	38	47	57
Joel	10	21	30	37	44
Jen	6	24	32	38	46

4	71	50	67
Erin	8	15	27
Stephanie	9	19	29

# DUCKPIN SOCIAL!

BURSTING WITH PERSONALITY AND A PROVEN REVENUE-GENERATING AMENITY.

Guests of all ages will enjoy the engaging, entertaining social interaction of Duckpin Social, the attention-getting amenity that delivers all the advantages of bowling in far less space. Duckpin Social drives food and beverage sales, keeps guests on the property longer, encourages repeat visits, and builds guest loyalty.

• VISIT US AT [BRUNSWICKBOWLING.COM/DUCKPIN-SOCIAL](https://brunswickbowling.com/duckpin-social) •



**Brunswick®**

©2023 Brunswick Bowling Products, LLC. Form #0623-03



## Rope Drop

### Ready for Discovery

A rare quiet moment at the Young V&A, the UK's first museum of art, design, and performance for children and young people. Co-designed with the input of over 22,000 children, this vibrant museum transforms historic grandeur into warm welcomes, encouraging children to take ownership of national collections through play and imagination. With interactive galleries that span from sensory experiences for the youngest visitors to inspiring the designers of tomorrow, Young V&A is a joyful celebration of creativity and childhood. Learn more about the museum's development on page 115.



© LUKE HAYES COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON

#### Funworld Magazine Team

**Director, Global Editorial and Digital Content**  
Scott Fais  
[SFais@IAAPA.org](mailto:SFais@IAAPA.org)

**Managing Editor, Funworld Magazine**  
Michael Costello  
[MCostello@IAAPA.org](mailto:MCostello@IAAPA.org)

**Associate Editor, Funworld Magazine**  
Avery Matteo  
[AMatteo@IAAPA.org](mailto:AMatteo@IAAPA.org)

**Digital Content Editor**  
Lynette Cantos  
[LCantos@iaapa.org](mailto:LCantos@iaapa.org)

**News Editor**  
Keith Miller  
[KMMiller@IAAPA.org](mailto:KMMiller@IAAPA.org)

**Contributing Editor**  
Juliana Gilling  
[julianagilling@gmail.com](mailto:julianagilling@gmail.com)

**Manager, Global Advertising Sales**  
Julie Rice-Witherell  
[JRiceWitherell@IAAPA.org](mailto:JRiceWitherell@IAAPA.org)

**Production Manager**  
Michelle Wandres  
[MWandres@IAAPA.org](mailto:MWandres@IAAPA.org)

Contact us for advertising info at 703-299-5755  
[advertising@IAAPA.org](mailto:advertising@IAAPA.org)

[IAAPA.org/Funworld](http://IAAPA.org/Funworld)

**IAAPA Chairman of the Board**  
Jim Pattison Jr.

**IAAPA President and CEO**  
Jakob Wahl

**IAAPA Vice President,  
Global Marketing, Communications,  
and Membership**  
Patrick Haller

**IAAPA Asia Pacific Vice President and  
Executive Director**  
Jack Chan

**IAAPA Europe, Middle East, Africa  
Executive Director and  
Vice President**  
Peter van der Schans

**IAAPA Latin America, Caribbean  
Vice President and  
Executive Director**  
Paulina Reyes

**IAAPA North America  
Vice President and  
Executive Director**  
Michael Shelton

[IAAPA.org](http://IAAPA.org)

Funworld (ISSN 08923752; mailed in Canada under IPM #0902179) is published bimonthly by IAAPA, 4155 West Taft Vineland Road, Orlando, FL 32837; phone: +1 321-319-7600. Periodicals postage paid at Orlando, FL, and additional offices.

The purpose, function, and nonprofit status of this organization have not changed during the preceding 12 months.

POSTMASTER: Send address changes to Funworld, 4155 West Taft Vineland Road, Orlando, FL 32837. Subscriptions are available to IAAPA members for US\$50 and US\$60 for nonmembers. Single issues are \$10. ©2023 IAAPA. No material or part thereof may be reproduced or printed without the written consent of IAAPA. Ride-along may be enclosed.

**DISCLAIMER.** IAAPA makes no representations or warranties about the accuracy or suitability of any information or materials in this publication; all such content is provided on an as is basis. IAAPA hereby disclaims all warranties regarding the contents of this publication, including without limitation all warranties of title, non-infringement, merchantability, and fitness for a particular purpose. IAAPA does not guarantee, warrant, or endorse the information, products, or services of any corporation, organization, or person. IAAPA shall not be liable for any loss, damage, injury, claim, or otherwise, whether an action in contract or tort and further shall not be liable for any lost profits, or direct, indirect, special, punitive, or consequential damages of any kind (including without limitation attorneys' fees and expenses).



4155 West Taft Vineland Road | Orlando, FL 32837 USA  
+1 321-319-7600



FEATURED PROJECT

## Super Aqua Club

Pointe-Calumet, Quebec, Canada

WORLD WATERPARK ASSOCIATION  
**LEADING EDGE AWARD**

WINNER 2023

IAAPA BRASS RING AWARD  
**BEST NEW PRODUCT**

WINNER 2022

# Dream Tunnel™

by  **VORTEX**

[vortex-intl.com](http://vortex-intl.com)



SUPER FLUME, VINWONDERS  
PHU QUOC, VIETNAM

BUCKET LIST EXPERIENCE 20



Where icons  
are made.  WHITEWATER<sup>®</sup>  
EST. 1980

Don't just build an attraction, build a landmark.  
Put your park on the map.

**MAKE AN ICON:**  
[whitewaterwest.com/icons](http://whitewaterwest.com/icons)





# Launch

SILVERWOOD THEME PARK AND BOULDER BEACH



The Timber Terror roller coaster from Custom Coasters International began thrilling guests at Silverwood Theme Park in 1996.

## AMUSEMENT PARKS

### Silverwood Shines

Founder Gary Norton shares the Idaho park's past, present, and future

*by Keith Miller*

THE DEVELOPMENT OF SILVERWOOD THEME PARK AND BOULDER BEACH WATER PARK in Athol, Idaho, reflects its history and the long-held philosophies of its president, Gary Norton, who founded Silverwood 35 years ago.

At 75, Norton remains the park's guiding hand. Currently offering more than 70 attractions and employing more than 1,600 seasonal workers, the 413-acre park recently announced a \$15 million expansion primarily focused on Boulder Beach.

"Our ability to handle the increased guest count at the water park had been a concern of mine for a while," says Norton.

At nearly four acres, the new area named Emerald Forest will include Eagle Hunt—designed to be one of the longest water slides in the U.S. The Emerald Forest will also be home to new slides for children and include a splash pad.

To feed hungry swimmers, a new food pavilion named Rapids Grill will provide grab-and-go items. The food and beverage location (F&B) aims to produce more food than all the park's other culinary locations combined, potentially serving up to 1,200 guests per hour.

"We decided to go all in with a major food production and service building that would more than double our current capacity. So, it made sense to also add a major new attraction and themed area to the water park for 2024."

Norton believes his park is in a strong position following COVID-19 to continue its expansion plans.

"I constantly communicated with my friend Fred Grubb at Rocky Mountain Construction [during COVID-19 closures]," he says. "I offered to step in and order →



***“It was a great struggle,*** but eventually, I discovered the elements that allowed us to break out of a small local park operation and become a destination attraction.”

a new coaster to keep his valuable employees from being laid off. That gamble paid off for both of us, as the new ride, Stunt Pilot, was a great hit, resulting in record attendance and revenues [in 2021].”

### Looking Back

Norton opened Silverwood in 1988 after selling International Systems Corp., a company he founded in Spokane, Washington, that created computer hardware and software for the banking industry. But the decision to launch the park in northern Idaho, with Spokane—an hour’s drive away—being the only city with a population of more than 250,000 within 300 miles, raised some eyebrows.

“Any astute businessman was sure that I was out of my mind,” he says. “They were probably right, as any properly done study would have shown it wouldn’t work. It was a great struggle, but eventually, I discovered the elements that allowed us to break out of a small local park operation and become a destination attraction. Most of our guests now come from more than 250 miles away, [and] 8%

to 10% from Canada.”

As for what inspired him to open Silverwood in the first place, Norton says earlier in the 1980s he was at an auction in Reno, Nevada, to purchase a restored 1929 Ford Trimotor airliner. While there, he saw a small Porter steam engine like ones used at Disneyland. He outbid a Disney representative and won the auction.

“I promised myself to acquire it and figure out what to do with it later,” he recalls. “Figuring it out is what started Silverwood. It’s not exactly a profound business plan, but with enough passion and effort, sometimes dreams can come true.”

### Ingenuity at Work

Today, Norton’s computer expertise is once again at work, this time improving the dynamic employee scheduling system he developed that resulted in a 15% reduction in payroll costs. He noticed how his team would labor over spreadsheets when monitoring variables in staffing requirements and resolved to streamline the process. “I decided to automate all of that and found I could not only duplicate everything they’d been doing with the manual spreadsheets, but also add more features that allow us to auto-schedule the positions,” he says.

Norton states that he puts quality, consistency, and fair prices first, and never underestimates the intelligence of guests. He says visitors know when a park is trying to squeeze the last dollar out of them and don’t appreciate it.

“So, we allow any guest to request a refund for all or part of an unused ticket for any reason ... with no questions asked,” he says. “I never want a guest to feel they’re trapped when they purchase a ticket or product from us. If they’re unhappy with what we’ve provided or their plans change, I don’t want to take their money.” Norton’s family members (who also work at the park) agree with his beliefs. His son Paul is general manager and his granddaughter Stephanie Sampson is public relations manager.

In part, these principles motivated a large North American operator to step forward with an offer to purchase Silverwood in 2021. Norton says he was “very flattered” the company appreciated Silverwood and would be proud to have it managing the park. He contemplated the generous offer and considered retiring.

“At the last minute, I realized I would not feel relevant anymore,” he says. “The satisfaction I receive when I walk through our park and see the happy smiles on children’s and parents’ faces, making memories, is something I’d greatly miss. I didn’t see any path for me to participate in that once I sold the business.”

The day will come when he’ll have to revisit that decision, as he won’t be able to oversee the park forever. But for now, “Walking through the park before opening in the morning, feeling all the energy of our staff manicuring the landscaping and polishing the train’s engine, and seeing all the details come together to make for a perfect guest experience, I know life is good, and I have a reason to get up every day.” **FW**





# UNBEATABLE FUNPARK ENTRY

## Smart ticketing and access management solutions.

Whether you need a system for selling tickets, automated data management, CRM or access control - Axess is your full-service partner. Offer ultimate flexibility to your guests with the Axess **WEBSHOP**, allowing tickets to be bought anywhere, at any time. This can be paired with the **AX500 Smart Gate NG** which allows quick and easy access to your venue, guaranteeing all-round satisfaction. [teamaxess.com](http://teamaxess.com)



Visit us at IAAPA Expo in Florida  
from November 14-17, Booth 6041.

**AXESS**





HEXaFLITE®

# The Soaring adventure



## HEXaFLITE®2.0



Flying Theater with 6 DOF motion in loading and all tilt positions



Extended screen in the ceiling area - seats can be tilted backwards in loading position



System range from 20 to 72 passengers



Special effects: wind, spray and scent

## HEXaFLITE®mini



Mini Flying Theater with electric or hydraulic 6 DOF motion system



System for 4, 8 or 10 passengers



Special system design for limited ceiling heights



# spirit **FUNRIDE** of adventure



Immersive Tunnel



System range from 2 to 100  
passengers



2D or 3D projection



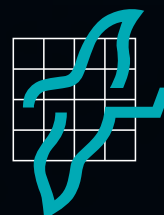
Special effects: wind, spray  
and scent



Modular Design



[www.simtec.de](http://www.simtec.de)



**simtec**<sup>®</sup>  
Systems

German innovation in motion





## 1 SPECIAL EVENT PLANNING SAFARI CHRISTMAS

The **West Midland Safari Park** in Bewdley, England, has decked the halls at its **Safari Lodges** by offering holiday packages. The over-night accommodations feature all the “creature comforts” of home with floor-to-ceiling windows overlooking animal habitats home to lions, tigers, and giraffes, just to name a few. The packages include upgraded experiences extending from Christmas Eve to Boxing Day on Dec. 26. A Winter Wonderland walk-through, visiting the North Pole to meet Santa, selecting a present in the elves’ workshop, and meals served in-lodge enhance the traditional trip.

In September, the West Midland Safari Park submitted expansion plans that include building new lodges overlooking new hippo and African wild dog habitats.



WEST MIDLAND SAFARI PARK

## 2 NEW AND NOTABLE

### JOURNEY OF WATER



DISNEY

A new lushly landscaped walking trail opened at **Epcot** in October. The **Journey of Water, Inspired by Moana** attraction aims to inspire guests to protect and cherish water. **Walt Disney World** hopes visitors will view water in its various forms throughout the water cycle. Several interactive areas also allow guests to get wet and cool off on a hot Florida day.

### SWINGING INTO ACTION



LEGOLAND

Mateys of all sizes have something new to shiver their timbers at **Legoland New York**. The park’s new **Ocean Explorer** swinging ship from **Zamperla** is now open.

“Ocean Explorer has launched upon the high seas as a fun end-of-summer surprise, and we’re thrilled to see the joy on kids’ faces as they swing high in the air,” says Matt Besterman, public relations manager.

### COMING UP RAINBOWS



ALTERFACE

My Little Pony and friends star in their own attraction at **Aina-Transformers & My Little Pony Happy World** near Shanghai in the Zhoupu Area and Xinchang Ancient Town. The new **Rainbow Dash’s Weather Factory** attraction is designed by the **Boren Group** and enhanced by **Alterface** and **DOF**. Wind and water effects join an interactive gaming system to bring this new simulator to life.



3

## INNOVATION AT WORK

## LOST AND FOUND

To keep the ride platform free of distractions, **SeaWorld Orlando** started empowering guests to log articles lost on the **Kraken** roller coaster using a smartphone. By scanning a QR code on a sign on the exit ramp, visitors are directed to a website where they can immediately input their information, preventing paperwork back at

boarding platform. Artwork on the sign reflects the new graphic treatment found in the queue, station, and on passenger coaches following a refresh that includes fresh paint for the **B&M** floorless coaster opened in 2000.



SCOTT FAIS

4

## GUEST SERVICE

## ARE WE THERE YET?

The age-old question of, “How much longer do we have to wait?” is easy to answer at **Energylandia** in Zato, Poland. The theme park has ingeniously added expected wait times on paved surfaces within ride queues. The simple and cost-effective reminder allows guests to know exactly where they “stand” (pun intended). “We did a lot of our own research about how to improve capacity of the rides,” Tomasz Leński, director of development and new projects explains to Funworld. “One of the results was to make these signs on the floor which show people that even if they are far away from the boarding platform, their waiting time is not as long as they think.”



SCOTT FAIS

5

## CREATIVE CULINARY

## FOOD WITH EYES



SCOTT FAIS



Playing with your food is encouraged at **Universal Studios Florida**. The new **Illumination's Minions Land** features food and beverage locations that offer a fresh take on everything from dinner to popsicles. “It’s serious food not taken too seriously,” dishes Universal Orlando Executive Chef Jens Dahlmann. Otto’s Noodle Bowl at Illumination’s Minion Café and the treats at the Bake My Day Shop & Bakery are served with eyes based on Illumination’s popular characters. “Our research and development chef team worked for months behind-the-scenes to tweak the recipes and do tastings,” Dahlmann tells Funworld.

6

## MARKETING STRATEGY

## MAKING NEWS

## UNCONVENTIONAL

Rather than first staging a traditional press conference or emailing a press release, **Six Flags Fiesta Texas** park president **Jeffrey Siebert** instead holds fan events when announcing new additions. Named **FT92** in a nod to the year Fiesta Texas opened, the enthusiast event is held during normal park hours on a busy Saturday afternoon. Watch video of an interview where Siebert shares his strategy behind his style of announcements at [IAAPA.org/FT92](http://IAAPA.org/FT92).



MICHAEL COSTELLO



## HAVE A DISPATCH FROM THE FIELD?

Send your news and innovations at work to [FunworldWorks@IAAPA.org](mailto:FunworldWorks@IAAPA.org).





SILK ROAD PARADISE TOURISM DEVELOPMENT CO.

## Silk Road Paradise in China Delights

The capital of Shaanxi Province, Xi'an, is increasingly becoming an attractions destination. The new 93-acre Silk Road Paradise park, created by Shaanxi Tourism Group, features seven themed zones, with each representing a different culture. Guests can explore snowy mountains, Central Asian

deserts, and ancient Rome. Among the attractions are half a dozen rides from international vendors, including a classic Huss Condor and a 360° Intamin Tourbillon. The park's master planning, design, and attraction development is the work of California-based IdeAttack.

[silkroadparadise.com](http://silkroadparadise.com)

## Battle in the Sky in Japan

The resurgence of Ultraman, a Japanese superhero who first made his appearance on television in 1966, continues at Seibuen Amusement Park. The park debuted an impressive 70-seat flying theater attraction named Ultraman the Ride: The Great Duel of the Century.

"The attraction boasts meticulously crafted visuals, powerful screens, and a ride system that synchronizes perfectly with the visuals projected on a huge 300-square-meter screen—resulting in an ultimate attraction experience with an astonishing scale and quality," explains Hiroshi Uchida, director of park operations at

Seibuen Amusement Park, which is located about one hour from Tokyo.

Visitors feel as if they're soaring through the sky alongside Ultraman to confront the fearsome Space Dinosaur Zetton, reputed to be the strongest kaiju (giant monster) and Ultraman's most formidable nemesis.

Award-winning film director Takashi Yamazaki's latest project, *Godzilla Minus One*, opens in Japan in November and globally in December.

Yamazaki collaborated with Tsuburaya Productions and the Toei Group to produce the 10-minute attraction.



[www.seibu-leisure.co.jp](http://www.seibu-leisure.co.jp)



# The better the play, the longer the stay.



We understand the impact that extraordinary kids' areas  
have on guest retention — that's why we make them.

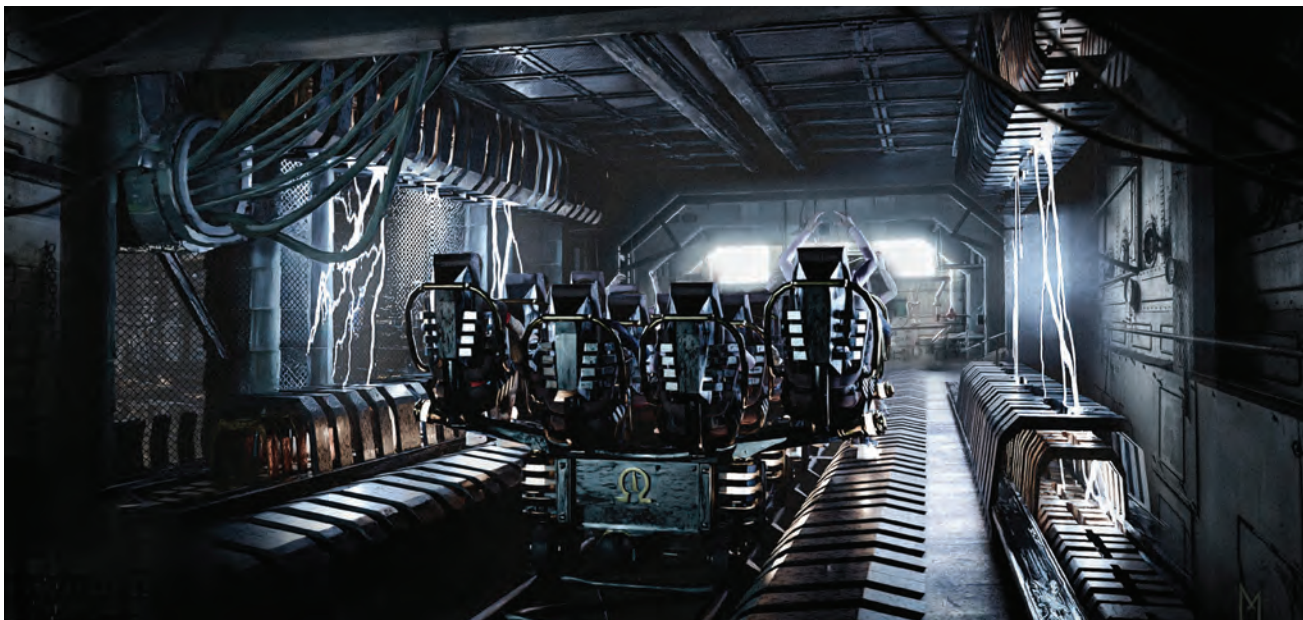
Learn more at [whitewaterwest.com/kids-areas](http://whitewaterwest.com/kids-areas)



**WHITEWATER**  
EST. 1980







EUROPA-PARK

## Germany's Europa-Park Promises High-Voltage Thrills

Europa-Park revealed their new-for-2024 roller coaster will be named Voltron Nevera Powered by Rimac. The name signals the start of a partnership between the German theme park resort and Mate Rimac, the Croatian inventor, founder, and CEO of Rimac Group, and CEO of Bugatti Rimac.

Michael Mack, CEO of Europa-Park, calls it “a perfect match” between partners “united by our entrepreneurial spirit, our passion for acceleration, and our special relationship with Croatia.” Voltron Nevera Powered by Rimac will be located in Europa-Park’s new Croatian-themed area.

The roller coaster promises to be a thrilling ride as guests enter Nikola Tesla’s laboratory during the 19th century, where electrical experiments are taking place. The Mack Rides Stryker Coaster model will be one of the longest multi-launch coasters on the continent of Europe, at 1,385 meters in length. The LSM (linear synchronous motor) launch coaster will have three or four trains operational at a time—each capable of carrying 16 people—to add greater capacity. The ride will reach speeds of 90 kph and feature 30 different elements, including four launches (one backward) and seven inversions.

[europapark.de](http://europapark.de)

## Chaos Ensues in Great Britain

Chaos Karts, the newest kart driving attraction from the creators of The Crystal Maze Live experience, launched in Manchester, England, on Sept. 1.

Tom Lionetti-Maguire, CEO of The Ents Inc. and Little Lion Entertainment, pushes entertainment boundaries with his live-action concepts—inspired by intellectual properties (IPs) such as “The Crystal Maze” TV game show and “Tomb Raider” movies—by fusing theatricality with active play. Chaos Karts is part computer game, part action-adventure, and part indoor family entertainment center (FEC). Karters race through virtual worlds, interacting with the digitally projected track—and each other—to score points.

Eight players can take to the track at any one time by driving electric karts. Haptic feedback on the illuminated karts adds to the excitement. Guests must be at least 11 years old and 1.5 meters tall to play. The entire experience lasts around



CHAOS KARTS/THE ENTS INC.

an hour and tickets begin at £22 per person. As of press time, Lionetti-Maguire anticipated opening an additional Chaos Karts location in Dubai this autumn.

[chaoskarts.com](http://chaoskarts.com)





# LAMP STORM

A **ZIGONG LANTERN GROUP®**

PRODUCTION



**IAAPA**  
MEMBER 2023

**BRASS RING**  
AWARD  
WINNER 2022



The Only AMERICAN OWNED Lantern Arts MANUFACTURER in the  
Entire Industry, Operating at highest levels of QUALITY and ETHICS

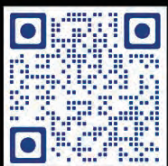
- Award Winning Lights at your Location
- Custom Designed, Expert Installed
- Highest Quality, Exceeding Expectations 100%
- Win Win Mindset
- Substantially Increase Annual Attendance
- Offer Revenue Share Models

**YOUTUBE.COM/@LAMPSTORM**

**EMAIL: INFO@ZIGONGLANTERNGROUP.COM**

**TEXT: 1-800-946-5213**

**WEB: ZigongLanternGroup.com**



Any Themed Lighting Experience

- Botanicals • Legends • Iconic
- Dinosaurs • Aquatic • Cultural
- Animals • Christmas • & Much More







ALLES PARK

## Alles Park in Brazil Reaches Second Phase of Development

Located in Brazil's southern state of Santa Catarina, Alles Park opened its doors in the city of Pomerode in July 2022. Flaunting a German theme, the park's main attraction is Vila de Neve, a year-round winter village with man-made snow, tubing, and soon, a gondola lift.

The envisioned aerial lift will cross the iconic Morro da Turquia hill, connecting Vila de Neve with other open-air areas of Alles Park. Each cable car will travel approximately one kilometer at a height of about 500 meters. Construction is

expected to take three years, with an opening date yet to be confirmed.

Along with the new cable car, Alles Park's expansion will have a strong focus on ecotourism and environmental education, with the upcoming attractions subject to an environmental impact assessment. Other attractions planned for the second phase of the park include a zip line, a canopy walk, a glass-bottomed lookout, and guided nature trails.

[allespark.com.br](http://allespark.com.br)

## New Hot Springs Complex Pampers Guests in Argentina

A new hot springs complex is now open in Tapalqué. Located 275 kilometers southwest of Buenos Aires, this municipality in the heart of the Pampas is known for its public swimming pools and the historic Pulpería San Gervacio, a convenience store founded in the mid-19th century.

Termas Tapalqué opened its doors in the peak of the Argentinian winter in July, with four indoor pools featuring water jets and swan-neck fountains. Like the pools, the



showers, changing rooms and lockers in the ambitious 17-hectare thermal resort are designed with accessibility in mind.

A second phase, currently underway, will include an outdoor children's pool and three additional swimming pools. The third and final planned phase will consist of a spa and a hotel with cabins. Termas Tapalqué is open from Thursday to Sunday. Reservations are required in advance and lifeguard service is provided.

[termastapalque.com.ar](http://termastapalque.com.ar)



# Coral

Fine Pitch COB LED Panel for  
Unparalleled Visuals



## Flip Chip COB Technology

The Coral series uses COB technology, creating a LED panel with an anti-static and water-resistant surface. Due to the COB technology, the LED pixels are protected by a protective surface, even the smallest pixel pitches will have a minimal failure rate. The Coral LED panel has a stable and reliable performance, and minimal maintenance requirements.



HDR technology



Modular design



Energy saving



Unique wall  
mounting structure



Waterproof  
LED panel surface





MT. OLYMPUS WATER &amp; THEME PARK

## Towering Water Slide to Thrill Guests in Wisconsin

Mt. Olympus Water & Theme Park Resort in Wisconsin Dells, Wisconsin, has a history of offering spectacular attractions. Continuing the tradition, the theme park will unveil one of the highest water slides in the United States—and self-proclaimed third highest in the world—in 2024. The slide will launch from a tower named Rise of Icarus that planners say will soar 145 feet into the sky. The new attraction is part of an \$8 million

expansion at Mt. Olympus that will also include an outdoor play area for kids composed of 10 slides and water features.

The park will utilize the tower's height to create five slides that will launch from its base, the longest of which will stretch 782 feet. The project is expected to open next summer.

[mtolympuspark.com](http://mtolympuspark.com)

## Kennywood Celebrates 125th Anniversary

Kennywood amusement park in West Mifflin, Pennsylvania, recently celebrated its 125th anniversary with a special proclamation from Pennsylvania's Lieutenant Governor Austin Davis and a ribbon-cutting ceremony, marking the official completion of a park transformation that began before its opening for the 2022 season.

The park now boasts a new circular ride by Zamperla named Spinvasion located in the new Area 412 section; a restored, rare Norman Bartlett Kangaroo ride; and several other refreshed attractions, including enhancements to four popular roller coasters. The park also introduced several new or upgraded food locations, including the new 1898 Coffee Co. and the first Primanti Bros. housed in a theme park.

[kennywood.com](http://kennywood.com)



KENNYWOOD





# Streamline Your Business Operations with Semnox Solutions!

Enhance the efficiency of your theme park, water park, or FEC with Semnox's advanced solutions. From seamless ticketing to cashless transactions, our integrated platform drives revenue growth. Unlock your business's full potential with Semnox!



To know how Semnox can help you combine all your needs in one place, email us at [sales@semnox.com](mailto:sales@semnox.com)





ZOO ZÜRICH

A drone conducts eDNA sampling in Masoala rainforest at Zoo Zurich.

## Drones Drive eDNA Research at Zoo Zurich

EARLIER THIS YEAR, ZOO ZÜRICH IN SWITZERLAND partnered with ETH Zurich's technology institute to allow university researchers to collect environmental DNA (eDNA) with drones to further the understanding of our planet's biodiversity.

The team from ETH Zurich is participating in the five-year-long XPrize Rainforest Competition, organized by the U.S. non-profit XPrize. There is \$10 million in prize money at stake, with a \$5 million grand prize awarded to the winning team. The ETH Zurich research team's goal is to detect and identify as many species as they can in the shortest time possible. However, team members needed to test their special equipment on tropical vegetation. That's where Zoo Zurich got involved, as its Masoala rainforest is home to around 40 animals and 500 plant species.

"As a modern zoo, we are based on the four pillars of nature conservation, species conservation, education, and research," says Dominik Ryser, the zoo's head of communications. "Research at the zoo is existentially important for the conservation of animals. After all, it is only through an understanding of animals and their habitats that effective animal protection can be achieved. This is why we initiated the research project in collaboration with ETH Zurich, focusing on innovative eDNA collection methods in our Masoala rainforest."

Animal safety was the highest consideration before and during flight. Research curator Dr. Leyla Davis took steps to ensure a zoo employee was always present during the flights to observe the animals. Plans were also established to halt the drone activity

if deemed necessary. "In order not to disturb the various bird species in the rainforest, we also ensured that the drone flew just above the treetops," says Ryser.

Observation of the animals within the habitat found they didn't appear agitated by the drones. "Individual animal species—such as the red ruffed lemur or the Vasa parrot—showed interest in the new flying object in their habitat and came by to see what was

going on," Ryser tells Funworld, adding, "generally, the animals appeared not very impressed."

The zoo didn't need to make any special preparations for the eDNA collection, as there was ample space within the rainforest dome to fly a drone. Samples were gathered by lowering a probe to gather genetic material from trees and bushes, or via a ventilator to gather it from the air. Then the drone

brought the samples to a mini lab, where the genetic material was sequenced within a few hours, close to where it was collected. The ETH Zurich team could then determine whether the eDNA matches species in the Masoala rainforest. Drones will also allow access to areas inaccessible or too dangerous in the wild for researchers to venture into.

The collaboration with Zoo Zurich prepared the ETH Zurich research team for the semifinals of the competition, which took place in a rainforest in Singapore in early June 2023. At that competition, the team won a position in the finals, to be held in 2024 in a South American or African rainforest. **FW**

[zoo.ch](http://zoo.ch)

**"As a modern zoo, we are based on the four pillars of nature conservation, species conservation, education, and research."**

— Dominik Ryser, Zoo Zurich





**M+M WORLD  
LAS VEGAS**



**CHICK-FIL-A  
TIMES SQUARE**

## We. Make. Magic.

Rooted in the unique Mardi Gras culture of New Orleans, Kern Studios is the go-to company for the best floats and parades ever. Yet, our work extends way beyond Carnival!

We create themed environments, props, and advertising spectacles worldwide, bringing brands and events to life. Come see for yourself and...

Discover where magic is made!



KERNSTUDIOS.COM - SALES@KERNSTUDIOS.COM - 504-362-8211



**KROGER STARLIGHT PARADE  
STATE FAIR OF TEXAS**



# The Keys to Annual Pass Promotions

EACH SUMMER AS THE SHADOWS GROW LONG and the traditional summer operating season begins to wane, the promise—and promotions—begin for the next season.

Tapping into the momentum of summer's final days and the start of the school calendar, seasonal attractions of all sizes can provide hope that there's more fun in the future—with an annual pass.

Passholders play a pivotal role within the amusement and theme park communities, serving as advocates who spread positive word-of-mouth, engage on social media, and exhibit a greater propensity to indulge in park offerings when unburdened by the need to purchase single-day tickets.

## Perfect Timing

Mariah Fritzges, corporate manager, marketing & brand management for Knott's Berry Farm in Buena Park, California, explains the logic of the park's annual pass promotion timing.

"The upcoming year's passes have been launching near the end of summer to be able to reach a larger audience before vacations come to an end and school begins. By launching before the peak season is over, we're able to have a stronger market presence," she says.

Similarly, Quassy Amusement and Waterpark in Middlebury, Connecticut, begins promotions for the seasonal park's annual passes in mid-August.

"While this is not our largest season pass sale of the year, we're able to lock in 2024 sales during this year's peak season, when we're already top-of-mind with guests," says park president Eric Anderson.

Julie Dion, founder of Dion Marketing, concentrates on the attractions industry and handles marketing for several attractions in the United States, including Quassy. "Ideally, parks have invested in point-of-sale systems with marketing capabilities, such as breaking out season pass sales from general admission tickets," she explains. "Quassy targets guests who have bought a general admission ticket within the last year and is able to do so through email and digital marketing."

Yet, for Daytona Lagoon, a seasonal water park and year-round FEC in Daytona Beach, Florida, launching a season pass campaign in mid-August is a newer concept. "We tried it last year for the first time and were happy with the results," says General Manager Tyler Currie. "Black Friday through Cyber Monday has traditionally not only been the launch of season pass sales for the next year's season, but is also by far the largest sale each year where we offer the best price."




Tyler Currie, Daytona Lagoon GM; and Julie Dion, founder of Dion Marketing, meet in August 2023 to discuss 2024 marketing strategies.

## Marketing Anticipation

Many attractions have found success cross-promoting season pass sales with the announcement of a new ride or attraction opening the following year. Bundling a new attraction announcement with annual pass sales offers an opportunity to create the perception of increased annual pass value—and is possibly a key time to increase prices and to drive greater revenue.

"Season passholders are very interested in what's being added to the park," says Anderson of Quassy. "They not only repeat visits in a season, but many renew every year. Having something new to promote helps with retention for sure."

What marketing medium is best for connecting with guests? Dion notes the importance of leveraging all assets. "When it comes to advertising spending, the best methodology has been through a funneled marketing approach that incorporates all assets to create an integrated ad campaign. Email is by far the best for season pass renewals because attractions already have that contact information. Digital marketing is the quickest path to purchase, with more than half of our clients' season passes sold online."

While the strategies above can be utilized in 2025 marketing plans, Efteling theme park in Kaatsheuvel, Netherlands, takes a different tack: the park doesn't engage in an annual pass campaign. Rather, Efteling engages in a loyalty program with annual passholders, communicating park news through weekly blogs and a special newsletter. "In addition, we often invite them for previews of new attractions," says Karin Koppelmans, the park's senior communications staff member. "Of course, we stay in touch about renewing their pass subscription once it expires. Here, we combine online advertising, physical direct mails, and email marketing." 

[quassy.com](http://quassy.com); [knotts.com](http://knotts.com); [daytonalagoon.com](http://daytonalagoon.com); [efteling.com](http://efteling.com)





Triotech

# NEXT GENERATION MEDIA-BASED INTERACTIVE DARK COASTER

A THRILLING COMBINATION TO PUSH THE BOUNDARIES  
OF IMMERSION AND ENCOURAGE REPEAT VISITS  
WITH AN ALTERNATE ENDING STORYTELLING.



LEARN MORE  
[WWW.TRIO-TECH.COM](http://WWW.TRIO-TECH.COM)

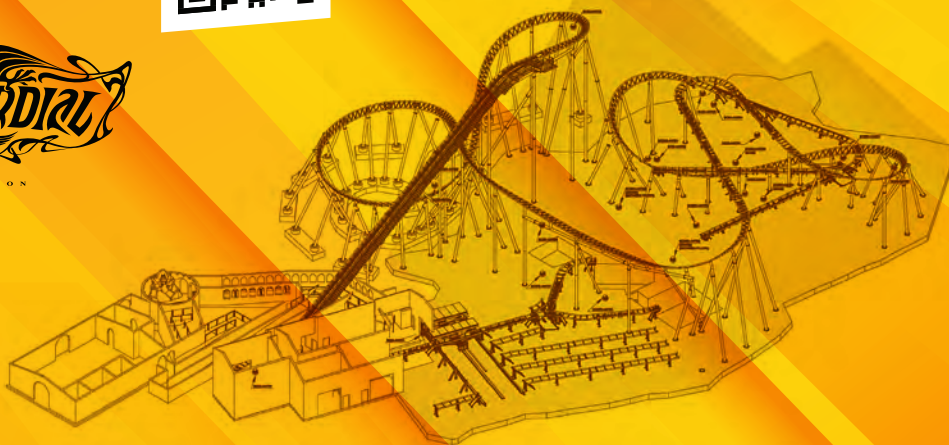
Lagoon



**OPENED  
SEPT. 2023**



SALT LAKE CITY, UTAH



**MEET US AT IAAPA EXPO IN ORLANDO**



ORLANDO,  
FLORIDA

14-17 NOV.  
2023

BOOTHS  
1058, 1357





BOOMERS PARKS

## Better Food = Better Results

HUNGRY FOR MORE PROFIT? Attracting new guests and increasing return visits to your family entertainment center (FEC) requires creativity, because new attractions need to perform well to justify a significant resource investment. To improve profitability without a hefty initial price tag, drive revenue with better food and make it happen with a pizza oven. Its a recipe for success!

There's little margin with grab-and-go goodies, snacks, candy bars, and soda to keep guests satisfied—they need and want full meals. Better quality food helps ensure guests stay, play, and come back for more.

Everyone loves the scent of fresh baked cookies and the aroma of hot pizza. A pizza oven lets you offer both, and more. It also allows food and beverage (F&B) teams to create tasty and appealing food in a small space. Good food encourages guests to hang out and better food keeps them in your facility longer, resulting in more activities and increased revenue. Improvements in food offerings can attract a happy hour or date night crowd in addition to your current audience.

Investing in a small catering kitchen with self-contained grease traps, a pizza oven, grill, and ventless fryer ups your game with new business opportunities such as parties and group events. As an operator, your focus is on operations and equipment, so rely on others for help to improve your food options. Larger attractions may have access to a chef who works for corporate, but smaller stand-alone operators have other options.

Food distributors may help, as this can strike up a mutually beneficial relationship. Ask current and potential food

distributors about chef-driven menus—most have chefs available to share expertise and assist in menu creation. From flatbreads to sliders, select distributors will provide a chef on-site to help with menu development, food preparation, and presentation.

Use a new menu as a foundation to build upon for growth. Explore unique and distinct flavor profiles to attract a more diverse clientele and bring in repeat guests. Popular flavor profiles such as chili lime, Nashville hot, and Korean BBQ can transform basics like chicken tenders and pizza into exciting new dishes.

Margins matter. If you are not at 35% or below on your food costs, you are leaving money on the table. Small operators often don't focus on the numbers, assuming a food cost of 30% to 50% is fine. Food costs should mirror those of most fast casual establishments, coming in at 25% to 35%. Operators who manage portion size and pricing can come in at 20% to 25% food costs. Group meals and catering deliver food costs as low as 15% to 18%.

A pizza oven or small kitchen creates business, and value can be gained by targeting corporate HR departments, sales meetings, award ceremonies, family reunions, and more. The payoff: new visitors, more repeat guests, and enhanced brand image—proof that better food drives better results. 🍕

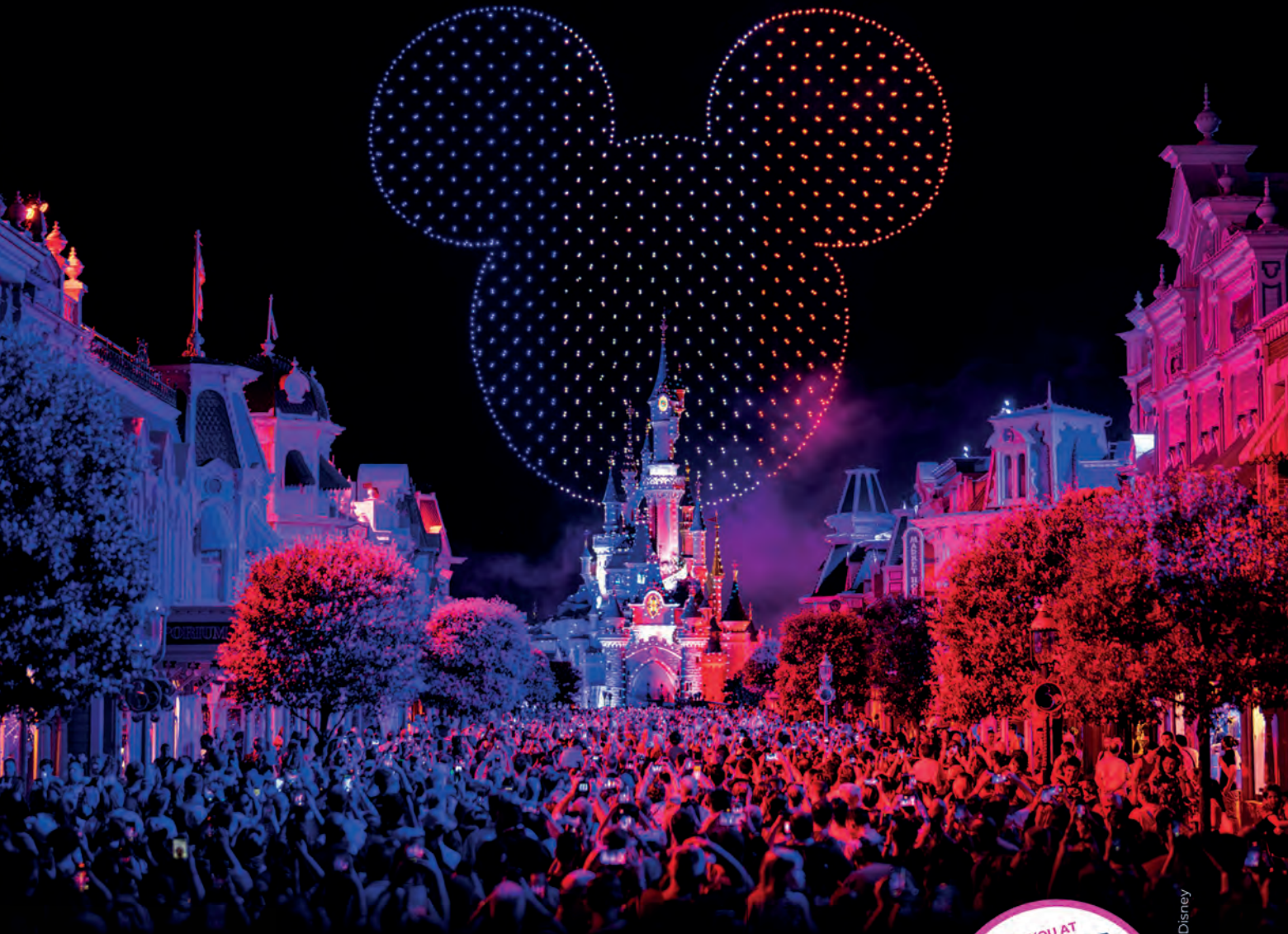


**Tim Murphy** is the CEO of Boomers Parks. The operator manages eight FECs and water park attractions across California, Florida, and New Jersey. Many locations offer mobile food ordering directly on their websites, ensuring nobody will go hungry while visiting.





WORLD LEADER IN DRONE SHOWS  
FOR THEME PARKS



OFFICIAL TECHNOLOGY PROVIDER<sup>++</sup>



© Disney

INFO@DRONISOS.COM - WWW.DRONISOS.COM

9100 CONROY WINDERMERE ROAD, SUITE 200 - WINDERMERE, FL34786



## NEW PRESIDENT

**Shooter Detection Systems (SDS)** appointed **Stephen Carney** as the company's new president. He brings more than 15 years of experience in the physical security industry to SDS, and his former position was as vice president of global product management for HID Global, where he oversaw product management and marketing for the world's largest access control supplier. Prior, Carney was senior director of video surveillance, integration solutions, and cybersecurity at Tyco Security Products and Johnson Controls.

[shooterdetectionsystems.com](http://shooterdetectionsystems.com)



SHOOTER DETECTION SYSTEMS

## NEW START

**Imagine Exhibitions**, which develops traveling exhibitions all over the world, welcomed **Shawn McCoy** to the firm as senior vice president of business development and creative strategy. McCoy has more than 25 years of experience in strategic planning, concept development, and business growth. He comes to Imagine Exhibitions from the experiential planning and design firm JRA. During his career, McCoy has worked with the likes of Universal Studios, Warner Bros., Lionsgate, Hasbro, Science Centre Singapore, and Space Center Houston.

[imagineexhibitions.com](http://imagineexhibitions.com)



IMAGINE EXHIBITIONS

## NEW TO THE ZOO

**The Chicago Zoological Society (CZS)**, which manages the Brookfield Zoo, announced **Andrea Rodgers** as its new senior vice president of guest experience & operations and a key member of its executive team. She will oversee guest services and marketing and communications teams, as well as contracted food, beverage, and retail, and catering operations



CHICAGO ZOOLOGICAL SOCIETY

for a partnership with **SSA Group**. She comes to CZS after 12 years as senior vice president of external affairs and marketing for the John G. Shedd Aquarium. Rodgers is an elected member of the Ethics Board of the Association of Zoos and Aquariums (AZA) and serves on the executive committee of the Aquarium Conservation Partnership.

[czs.org](http://czs.org)

## NEW MECHANICAL ENGINEERING DIRECTOR

**Stern Pinball** announced the appointment of **Kevin Payne** as its new director of mechanical engineering. The company says Payne brings strong technical leadership experience and hands-on engineering design skills to the position. Payne will lead Stern's mechanical engineering and its model shop, whitewood lab, and bill of materials group. Prior to joining Stern, Payne was director of engineering at Axis Display Group. His career includes development roles working on high-technology automotive components, retail display systems, and coin-operated amusement games.

[sternpinball.com](http://sternpinball.com)



STERN PINBALL

## WINSTEAD RETIRES

**AVS Companies** announced the retirement of its Amusement Sales Director, **Linda Winstead**, from the amusement sales industry. Winstead worked in the amusement industry for more than 40 years. Upon retiring, AVS Vice President of Sales Tony Shamma described Winstead as a "true legend" known to be devoted to her trade and willing to help everyone. Her retirement plans include volunteering with the Minnesota Operators of Music and Amusements (MOMA).

[avscompanies.com](http://avscompanies.com)



AVS COMPANIES





**IAAPA<sup>®</sup> EDUCATION**  
JAN. 7-12, 2024 | ORLANDO, FL

INSTITUTE FOR  
ATTRACTIONS  
EXECUTIVES

# REGISTER TODAY!

PRESENTED IN PARTNERSHIP WITH



**San Diego State University**

PLATINUM EDUCATION PARTNER







Introducing

**SAIFA**

# Dueling RocketBLAST®

Another World Leader. Only from



**PROSLIDE®**  
TECHNOLOGY INC

TRANSFORMING WATER PARKS | VISIT US AT [PROSLIDE.COM](https://www.proslide.com)

Copyright © 2023 ProSlide Technology Inc. All rights reserved. ProSlide, the ProSlide logo and any other marks used herein are trademarks or registered trademarks of ProSlide Technology Inc. in Canada, the United States of America and any other countries.



## Remembering Former IAAPA Leader J. Clark Robinson

THE ATTRACTIONS INDUSTRY IS SHAPED BY visionary leaders who have dedicated their lives to creating joy, entertainment, and unforgettable experiences for guests. Among these luminaries is J. Clark Robinson, who served as IAAPA president and CEO from 2002 to 2005. His involvement with the association began years prior, serving on the Board of Directors from 1975 to 2002. Robinson also served as IAAPA president—a role now titled IAAPA Chairman—from 1981 to 1982, held two terms as treasurer, and spent 12 years on IAAPA's Executive/Finance Committee.

### Humble Beginnings

Robinson's 60-year career in the attractions industry began as a child. At age 8, he landed a job caring for the monkeys housed at Lagoon Park. "I fed them ... and I worked about 2 hours a day total," shared Robinson in his IAAPA Oral History Project interview. "I grew up on a dairy farm actually that was contiguous to the park, and I had older siblings that worked at the park and they thought this would be a good project for me, so I quite enjoyed it."

### Rising Through the Ranks

The animal care opportunity opened doors for Robinson at Lagoon, allowing him to gather experience in departments ranging from games to group sales. After graduating from college and while earning his MBA, Robinson applied for a comptroller position at the Farmington, Utah, park. "I was actually headed for California to work for a CPA firm, and this opened up and I thought, 'Heck, I'm going to try this,'" shared Robinson of the decision that altered the course of his career.

This role laid the groundwork for his eventual promotion to general manager. "... one of the park owners and general managers of the park, Robert Freed, passed away from cancer in 1974, and I replaced him in that position. So, I continued on in that position for many years," said Robinson of his next step at Lagoon, remaining in the role until his retirement in 1998.

### Bridging the Geographic Gap

After acquiring years of attractions experience, Robinson began to recognize the importance of international collaboration within the industry. During his time at IAAPA, he supported the expansion of the association's influence through the launch of IAAPA Europe, Middle East, and Africa (EMEA) and spearheaded the creation of a new IAAPA Expo in Asia.



Aboard Lagoon's locomotive, left to right, J. Clark Robinson, Peter Freed, and Boyd Jensen.



"As far as his work at IAAPA, he always knew where he wanted to go on an issue and was willing to invest the time to get your support in attaining that goal," reflects Chip Cleary, senior consultant at Europa-Park on Robinson's commitment to advancing innovative initiatives.

### A Lasting Impact

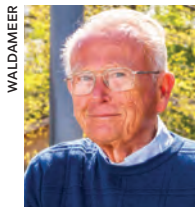
"Clark is a great supporter of the industry. He has done so much for it ... I respect what he has done for the association. Probably he has done more for the association than almost anyone else," emphasizes Paul Serff of Serff Group in his IAAPA Oral History Project interview. Robinson's impact on IAAPA also remains felt by current association leadership. "As an association, IAAPA benefitted greatly from Clark's leadership, as he was a true fan of our industry and the joy it brings people ... We applaud Clark for his commitment to growing our industry and thank him for coming back to it when IAAPA needed a new president and CEO all those years ago," says IAAPA President and CEO Jakob Wahl.

Robinson's industry colleagues also considered his talent and passion to be infectious. "Clark was one of those rare people you meet in life that you wanted some of his magic to rub off on you," shares Cleary.

Robinson's innovative association leadership and successful career underscores the importance of unwavering dedication, innovative thinking, and collaboration. His contributions and will be fondly remembered, and his legacy lives on as both IAAPA—and the attractions industry—continue to grow and thrive. **FW**



## Paul Nelson



WALDAMEER

**Paul Nelson**, former IAAPA board member and owner of **Waldameer Park & Water World** in Erie, Pennsylvania, passed away on March 21. His sharp-eyed planning, love for his job, and commitment to his community grew the park into a favorite northwestern Pennsylvania attraction. Nelson was also a fierce advocate for

the Erie tourism industry and was admired for his decision to make Waldameer accessible to all through free admission and parking. He will be fondly remembered for his local advocacy and commitment to providing fun for generations of visitors.

## James “David” Dean



JOYLAND FACEBOOK

**James “David” Dean**, CEO of **Joyland Amusement Park** in Lubbock, Texas, has passed away at the age of 67. Dean acquired the park alongside his parents in 1973, and his exceptional leadership and mechanical expertise grew the park into a prominent small business in the region. His unwavering

dedication to Joyland provided generations of families with memorable experiences until its 2022 closure.

## Shelley Sax-Eldridge



STERN PINBALL FACEBOOK

**Stern Pinball** co-founder **Shelley-Sax Eldridge** has passed away. Known as a “jack of all trades” within the company since its inception in 1986, Sax-Eldridge was a receptionist, purchasing clerk, bookkeeper, and office manager, among many other roles she assumed throughout her more than 40-year

tenure. Her ambition, humor, and commitment to the success of Stern Pinball will be remembered.

## David Burkart



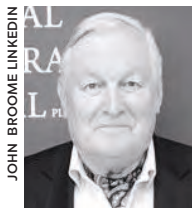
BURKART FAMILY

**David Burkart** has passed away at the age of 56. Using his passion for mechanics and engineering, Burkart first entered the attractions industry by landing a job repairing arcade games and park rides at **Carowinds**. Following his time at the North Carolina park, Burkart served as vice president of

technology at Paramount Parks and then joined **Herschend Family Entertainment** as senior vice president & chief information officer. His memory and influence will live on through Herschend’s David Burkart memorial internship program, which will provide internship opportunities to underserved youths passionate about technology and engineering.

## John Broome

**John Broome**, founder of **Alton Towers** theme park, has passed away at 80. He was best known for transforming a modest estate into the world-renowned Staffordshire, England, park during



JOHN BROOME LINKEDIN

the 1970s. Broome was also involved with other major ventures, including Trentham Gardens, Battersea Power Station, Ironbridge Gorge, and Camel Creek Resort throughout his extended career. His transformative leadership and commitment to the attractions industry will continue to leave an impact.

## Tony Lynch



INTERGAME

British gaming professional **Tony Lynch** has passed away at 79. During his 50-year career in the industry, Lynch founded companies such as **Automatic Fruit Designs** and **Coinmaster**, which revolutionized automated casino table games. With an infectious personality and constant drive for innovation,

Lynch’s legacy will continue to inspire those seeking to push the boundaries of gaming.

## Daniel John Decker



DANIEL DECKER LINKEDIN

**Daniel John Decker** has passed away at 58 following a brief struggle with cancer. Decker’s dedication to the industry was evident through his long tenure as president of **SeaWorld San Antonio**, **Aquatica**, and **Discovery Point San Antonio** from 2004 to 2016. He was more recently lauded for his

role as president and CEO of the Texas Travel Alliance, where he successfully guided the group through the challenges of the COVID-19 pandemic.

## Sara Alice Van Pelt



PELT FAMILY

**Sara Alice Van Pelt**, a highly regarded figure in family entertainment, passed away on May 18 following a long battle against cancer. Her career was composed of remarkable achievements, working as director of merchandise operations at **Hard Rock Park** and eventually rising through the ranks to her most recent role

as senior vice president—on grounds revenue at **Herschend Family Entertainment**. Van Pelt’s dedication, leadership, and passion for her work made her an invaluable asset to the attractions industry.

## Brian Morrissey



MORRISSEY FAMILY

Amusement professional **Brian Morrissey** has passed away at the age of 83. Throughout his career, he supported various companies and parks across the attractions industry. Morrissey’s achievements include managing **Pioneer Park**, **Old Chicago Amusement Park**, **Brookfield Zoo**, **Boblo Island Amusement**

**Park**, and others. He was also involved in booking shows and circuses, served as president of the Miami Showmen’s Association, and was a longtime member of the Georgia Fair Association.



## STERN DISTRIBUTES VENOM PINBALL GAME

A new line of pinball games featuring one of **Marvel's Venom** characters is now available in Pro, Platinum, and Limited Edition models. The line of games—distributed by **Stern Pinball**—immerses players in the mayhem of Venom's universe and feature more than 20 characters. Gamers will select a host to bond with at the start of each game, which alters the gaming experience both physically and digitally. The Venom pinball game experience is canvassed by a collection of hand-drawn, comic book-style artwork by renowned artist Jeremy Packer. Players will hear a variety of different music styles throughout gameplay, including over a dozen tracks from Grammy Award-winning musician Mark Tremonti.

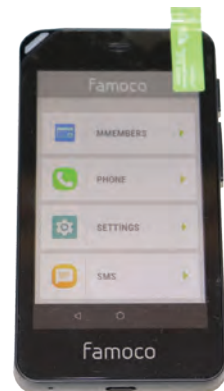


STERN PINBALL

[sternpinball.com](http://sternpinball.com)

## ATTENDANCE TRACKING TECHNOLOGY FROM ONSEE DOO

Onsee Doo says their new **Access Tracking Package** provides better control and management of attraction attendance. It includes the Famoco FX-105 Android Reader, which can read wristbands, cards, or tickets. The system can be connected to a mobile or Wi-Fi networks of the client's choosing. A contactless reader verifies approved access, and the reader will display the result using green and red indicators. In outdoor situations where an internet signal is not present, a SIM card can be inserted into the reader to use a mobile network.



ONSEE DOO

[mpay4all.com](http://mpay4all.com)



# Experience the Thrill of **CAREER SUCCESS**



**GET IAAPA CERTIFIED**



# THE RAVEN

## VR HOT AIR BALLOON EXPERIENCE

FOR SALE

AVAILABLE  
FOR  
IMMEDIATE  
ACQUISITION



U.S. PATENT  
1:1 MIXED REALITY  
BESPOKE EXPERIENCE  
GAMIFICATION  
FIELD TESTED  
AS SEEN AT MEOW WOLF  
SCALABLE

CONTACT:  
STEVE GAÇONNIER  
214-762-9946  
VRHOTAIRBALLOONS.COM



BUY ME







# Thierry Coup and Johanna Atilano Debut New Creative Company

TALKING WITH THIERRY COUP AND JOHANNA “JOJO” ATILANO about their themed entertainment careers, it becomes apparent that they are both gifted storytellers destined to do the work that they do. Oh, and one of them is a superhero come to life.

Growing up in Southern California, Atilano fell in love with parks such as Knott’s Berry Farm, as well as films and horror.

“I got the bug,” she says, adding that her lifelong passions led her to stints with BRC Imagination Arts, Universal Creative, and others. Atilano also co-founded and produced the popular horror convention, Midsummer Scream. Getting to do what she loves is “something magical,” she adds.

While working at Universal, Atilano met Coup, whose storied career there landed him in the role of chief creative officer until he left the company earlier this year. His route into the industry was more circuitous, however. Growing up in France, Coup wasn’t aware of theme parks as a child. However, he was fascinated by the annual carnival that came to his town.

“It was like a dream,” Coup says. “It was the beginning for me—the visceral feeling, the emotional engagement. I loved the idea of being transported somewhere else.”

He also loved comic books, especially Spider-Man, and felt a kinship with Peter Parker, whom he aspired to be.

On a whim, Coup trekked to Los Angeles and landed in the film industry, where his sculpting, set design, effects, and animation prowess caught the attention of the Walt Disney Imagineering cast. He found his true calling there, helping to design attractions that pushed the borders of innovation. However, it was at Universal where Coup made his mark as one of the visionaries who lobbied for and created the astonishing Spider-Man attraction.



JEFF LEHMAN

“It was the most exciting project I’d ever worked on. Everything I dreamed of came full circle,” he says.

Subsequently, Coup had a major hand in extraordinary park achievements such as the immersive lands of Harry Potter and Super Nintendo World. Before the duo left Universal, Atilano and Coup were working on projects for Universal’s upcoming Epic Universe park.

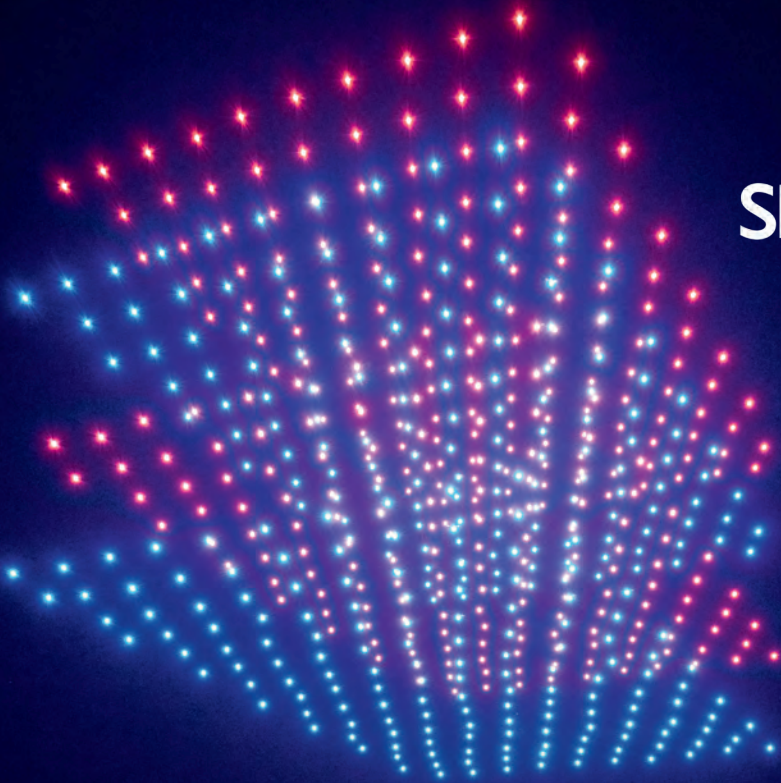
Neither is through with telling stories, however. The two have formed Jocup Creative, where they “aim to revolutionize the entertainment industry,” according to Coup. They hope to announce what they are working on early next year and share that they are developing a next-generation interactive experience that will leverage mixed reality and artificial intelligence.

It sounds like an enticing web of intrigue. Since Coup and Atilano have a good creative sense and have demonstrated a faculty for making the impossible possible, I, for one, can’t wait to discover what they have in store. **FW**

Coup and Atilano smile outside The Amazing Adventures of Spider-Man attraction at Universal Orlando, which Coup helped develop.

A lifelong park fanatic, **Arthur Levine** first started writing newspaper and magazine travel features about the industry he loves in 1992. He produces his own Substack newsletter, “Arthur’s About Theme Parks” at [AboutThemeParks.fun](https://AboutThemeParks.fun).





## **WE ILLUMINATE THE SKY**

**WITH WORLD-CLASS DRONE LIGHT SHOWS.**

**SKY ELEMENTS** is the leading provider of drone light shows in North America. Our drone light shows are made to inspire both in person and on video. With a dedicated staff, a professional content capture team, a top of the line in-house animation team, and cutting edge technology. Sky Elements will display your brand and tell your story how it's meant to be seen.



[SkyElementsDrones.com](https://SkyElementsDrones.com)



# Give Guests More Reasons to Love Your Park

Boost Cleanliness and  
Convenience With  
Sustainable Furnishings  
From Landmark



**LANDMARK**  
STUDIO  DESIGN

**LandmarkStudio.com**  
**1-888-839-3853**



## Versatile and Sturdy Portable Service Stations

With locking storage areas, large shelves, and caster wheels, Landmark's **portable service stations** bring the fun right to your guests. They're as functional as they are handy—you can use it for activities of all kinds, from pop-up concession stands to on-the-go face painting or balloon-animal depots. Or, for adult crowds, utilize the stainless-steel ice bins and speed rails for cocktail hour.

And each EasyCare™ station is made from top-grade, extruded recycled plastics. That makes it highly durable, easy to sanitize, and the perfect addition to your theme park—no matter where you wheel it.

48" EasyCare™  
Portable Service  
Station



Smart Waste™  
Trash Sensor



## Waste and Recycling Made Easy

Let Landmark help furnish your park with our **sustainable, custom-made receptacles**. Choose from different size, design, and color options, then top them off with your logo. Plus, each one is constructed using GreenCircle-certified HDPE, making them as eco-friendly as they are weather-resistant.

Simplify your waste collection even further with our **Smart Waste™ trash sensors**. These handy devices monitor fill levels in real time, enabling your team to prevent bins from overflowing, eliminate unnecessary collection trips, and ultimately save time and resources.



Visit IAAPA  
Booth  
**#3264**



# Serving up Wow!

**Frostline® Soft Serve Dry Mix**  
Lactose Free • Gluten Free • Kosher OUD

**frostline®**  
frozen treats

Take your guests' park experience to new heights with Frostline® Soft Serve Dry Mix. A quality, shelf stable solution that provides menu versatility with creamy decadent frozen treat offerings.

**BOOTH #3065 AT THE IAAPA SHOW**

VISIT OUR BOOTH FOR SAMPLES  
AND TO TASTE THE EXCITEMENT!

LEARN MORE THROUGH THE  
IAAPA CONNECT PLUS APP.

**FrostlineFrozenTreats.com • Lucy@kentww.com**

© 2023 Kent Precision Foods Group, Inc. Frostline® is a registered trademark of Kent Precision Foods Group, Inc.





# Association News

42

IAAPA Expo  
Preview

50

Events

56

New  
Member  
Spotlight

58

IAAPA  
Foundation

60

IAAPA  
Official  
Partner

62

Leadership

64

Calendar



IAAPA  
EXPO  
PREVIEW  
p. 42



# Bring Fun to the Future of Attractions at IAAPA Expo 2023



THE GLOBAL ATTRACTION INDUSTRY'S PREMIER EVENT is back this November! IAAPA Expo 2023, held from Nov. 13-17 at the Orange County Convention Center (OCCC) in Orlando, will deliver an array of exciting offerings that showcase the latest trends, best practices, and innovations in the attractions industry.

"With a sold-out show floor this year featuring more than 1,100 exhibitors, I am excited to see the new and innovative products that our supplier members will bring," says Michael Shelton, vice president and executive director of IAAPA North America.

## Unveiling Innovations on the Trade Show Floor

The sprawling trade show floor of the OCCC will be transformed into a dynamic space where the attractions industry's most innovative products and services will be unveiled. With new, state-of-the-art ride vehicles, food and beverage innovations, cutting-edge virtual reality experiences, and beyond, attendees can tap into the future of location-based entertainment. This year, exhibiting companies will also be able to showcase a product or service they are introducing to IAAPA Expo's trade show floor on the Connect+ app. Attendees are encouraged to view the "New for 2023" tab to explore the latest innovations. To explore the trade show floor, visit [IAAPA.org/TradeShowFloor](https://IAAPA.org/TradeShowFloor).

## A Hub of Learning

Education is a cornerstone of IAAPA Expo. With more than 140 EDUSessions, EDUTalks, EDUTours, Learning Lunches, and multi-day courses, attendees in various stages of their careers—and across all disciplines—will discover educational opportunities that fit their needs. Industry experts will delve into topics such as entertainment, facility operations, financial management, safety, and more. This year's education programming aims to




provide attendees with actionable insights and strategies that can be implemented to drive success at their respective attractions. Visit [IAAPA.org/ExpoEducation](https://IAAPA.org/ExpoEducation) for more details.

## Facilitating Connections and Growth

After its introduction at IAAPA Expo Asia 2023 in Singapore, IAAPA's Hosted Buyer Program will make its North America debut in Orlando. This exclusive program brings together buyers and suppliers, facilitating meaningful connections and productive business interactions. Program participants gain access to networking opportunities and curated conversations that will enhance the value of their visit to IAAPA Expo. Visit [IAAPA.org/HostedBuyerProgram](https://IAAPA.org/HostedBuyerProgram) for more information on this pioneering industry program.

On Wednesday, Nov. 15 from 2:30 to 3:30 p.m., attendees can also join IAAPA senior leadership for the IAAPA General Member Meeting. This new event provides all members an opportunity to hear the latest about IAAPA happenings, learn about the state of the industry globally and regionally, gain insights into ongoing IAAPA research, and ask questions directly to IAAPA president and chief executive officer, Jakob Wahl.

## Embracing Sustainability

IAAPA is committed to instituting sustainable practices at its Expos. This year in Orlando, session handouts, session surveys, exhibitor materials, and signage will be available electronically. IAAPA also leverages its partnership with Give Kids The World Village—a nonprofit resort that provides no-cost vacations to critically ill children and their families—to ensure leftover exhibitor products such as stuffed animals, games, T-shirts, and supplies are donated to the resort. For more information on the sustainability efforts of IAAPA, the OCCC, and other Expo contributors, visit [IAAPA.org/ExpoSustainability](https://IAAPA.org/ExpoSustainability). 



# THE EXPERTS

IN FOREIGN LABOR FOR THE  
**H2A H2B P-1 O-1 PERM**

With over 40 years experience in getting the job done! Full service filings with the US Dept. of Labor, US Dept. of Homeland Security, Customs & Border Patrol and The Dept. of State! Recognized as the industry leader in legislation, regulation, litigation and compliance.



## JKJWORKFORCE

labor solutions that work!

***YOUR ONE-STOP SHOP FOR FOREIGN LABOR.***

Now is the time to start working on your labor needs! Email or call today!

**(956) 440-8720**

**JAMES.K.JUDKINS@JKJWORKFORCE.COM | WWW.JKJWORKFORCE.COM**





# Thank you, 2023 Official Sponsors!

## PLATINUM



## GOLD





## SILVER



## First-Time Exhibitors

COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER
Air Esscentials Inc. ....	3382	HYTIX Inc. ....	4382	Riocube Technology Co. Ltd. ....	3779
Best Name Badges .....	3782	IMAGOS Entertainment LLC.....	3282	SimGear Racing Simulators.....	4278
Box Blox LLC .....	4378	InMotion Systems LLC.....	4080	Solidiphy.....	3380
Cardinal Distributing.....	3883	Innova Mill.....	3881	Storm Adventures.....	3278
DinoRefuge.....	3484	IT Solutions.....	4281	Streamline Automation Ltd. ....	3781
Drive Holdings .....	3478	Kole Imports & Closeouts.....	3482	The Play Company International Ltd. ....	4283
Entertainment Project Services LLC (EPS).....	3280	Marketing Results Ltd. ....	3681	TicketSocket.....	4078
Fabryka Zabawek Pluszowych Kolor-Plusz.....	3383	Mask U.S. Inc. ....	3679	Time Mission Services LLC .....	3584, 3683
Foam Party Supplies.....	3284	Modtruss/Performance Rigging Solutions.....	3878	Wenzhou Betta Amusement Toys Co. Ltd. ....	3884
Freenotes Harmony Park .....	3283	Motorola Solutions.....	3983	Wilson Dutra, PLLC .....	3281
Funcha!.....	3378	Orange Door Music Video .....	3580	Worship Productions .....	3578
Gesture Art and Design.....	3582	Pixel Games GmbH .....	4380	Zhuji Yinuo Weite Knitting Co. Ltd. ....	3981
GoPhoto B.V.....	3480	Placer Labs, Inc. ....	3984	Zigong Blue Lizard Landscape Engineering Co. Ltd. ....	3682
		Rent-A-Hero Studios.....	4280		

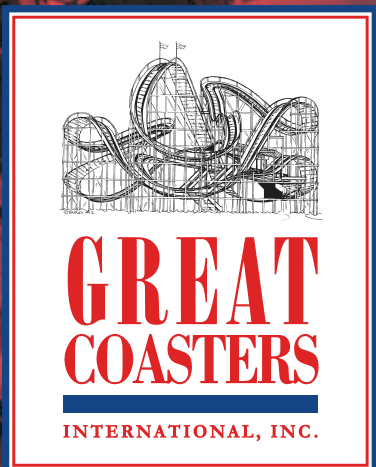




**Thank you, 2023  
Global Sponsors!**







# IAAPA EXPO

ORLANDO 2023

## SEE YOU THERE!

COME AND VISIT US AT BOOTH #2273!

### GREAT COASTERS

**Great Coasters International, Inc.** offers the smoothest, most twisted, and highest quality wooden roller coaster attractions in the world. Our attention to detail makes the addition of a Great Coasters wooden coaster a solid investment. It is an investment with a company that views itself as your partner, offering a lifetime of service and support after the attraction is open.

**Can't make it to IAAPA?  
Contact us!**

**Website:** [greatcoasters.com](http://greatcoasters.com)

**Email:** [info@greatcoasters.com](mailto:info@greatcoasters.com)

**Address:** 2627 State Route 890 • Sunbury, PA 17801

**Phone:** 570.286.9330





## Global Exhibitors

COMPANY NAME	BOOTH NUMBER
ABC Engineering AG .....	3924
accesso .....	5131
Aerodium Technologies .....	4406
Aerophile S.A.S. ....	4015
Airqueue Limited .....	3588
ANKAM Play Systems PVT Ltd. ....	3237
APARC Attractions Pvt Ltd. ....	3038
Arihant Waterpark Equipment .....	654
Art Attack .....	5147
Avius .....	3400
Axess AG .....	6041
Bertazzon 3B Srl.....	4020
Billares SAM.....	2806
Billings Productions Inc. ....	3049
Binzhou Nets Tribe Co. Ltd. ....	3086
Bob's Space Racers Inc. ....	2615
Bolliger & Mabillard Consulting Engineers Inc. ....	4806
Brogent Technologies Inc. ....	5627
Brunswick Bowling Products.....	4832
Buzzpark Oyun Parklari Ekipmanlari Ins. Tur.San.ve Tic. Ltd. Sti.....	4690
Castree Projects Ltd.....	4086
Cheer Amusement (Nanjing) Co.Ltd. ....	3272
Concept 1900 Entertainment.....	3108
Delta Strike International Ltd. ....	4478
Deltrain SA .....	4002
DOF Robotics .....	1063
Dotto S.r.l.....	4427
Embed International Pty Ltd. ....	1040
Emiliana Luna Park S.r.l. ....	5424
ETF Ride Systems.....	5129
Eurogames SRL.....	4031
Fabbri Group.....	4820
Forrec Ltd. ....	1869
Fun Spot Manufacturing LLC .....	4874
Funlandia Play Systems Inc.....	4259
Gateway Ticketing Systems Inc. ....	4847
Gerstlauer Amusement Rides GmbH.....	4811
Gosetto S.r.l. ....	4231
Great Coasters International Inc. ....	2273
Guangdong H-FUN Water Recreational Articles Co. Ltd.....	1847
Guangdong Jinma Entertainment Corp. Ltd.... 5515	
Guangzhou Apple Tree Animation Technology Co.Ltd. ....	1735
Guangzhou Beslepark Recreation Equipment Co. Ltd. ....	4233
Guangzhou EPARK Electronic Technology Co. Ltd. ....	218
Guangzhou Ifun Park Technology Co. Ltd. ....	642
Guangzhou Lily Toys Co. Ltd. ....	6062
Guangzhou Movie Power Technology Co.Ltd.....	229
Guangzhou PDL Animation Technology Co. Ltd. ....	412
Guangzhou Raise Technology Company ...	328
Guangzhou Sunny Printing Co. Ltd.....	711

COMPANY NAME	BOOTH NUMBER
Guangzhou SunZee Intelligent Technology Co. Ltd.....	382
Guangzhou Unique Animation Technology Co. Ltd.....	1718
Guangzhou Yuto Animation Technology Co. Ltd.....	1733
Guangzhou Zhuoyuan Virtual Reality Tech Co. Ltd. ....	2091
HAFEMA Water Rides GmbH.....	4431
Hangzhou Trains Equipment Co. Ltd.....	7120
Haystack Dryers Limited.....	2742
HB Leisure Ltd. ....	2831
HOLOGATE GmbH.....	4273
Hualong Dino Works .....	4617
Huss Park Attractions GmbH .....	4224
I.E. Park S.r.l./Amusement Rides & SOLI Bumper Cars.....	2869
Immersive Planet Design S.L. ....	1878
Intamin Ltd.....	3825
InterCard Inc.....	2206
Interlink LG Ltd. ....	2082
InterPark International Ltd.....	4333
Investissement Quebec International.....	883
iPlayCO .....	3669
KCC BV .....	1860
KristallTurm GmbH & Co.KG.....	4206
Lagotronics Projects B.V. ....	2681
LAI Games .....	731
LaserBlast .....	3469
Laserforce International.....	4654
Lefunland Recreation Equipment Co. Ltd.....	4871
Leisure Activities Co. Ltd. ....	5653
LightUpToys.com.....	5140
Mack Rides GmbH & Co. KG.....	2269
Martin & Vleminkx USA LLC .....	4803
Metaverse XR Co. Ltd. ....	464
Mich Playground Co. Ltd. ....	3031
Moser's Rides S.r.l. ....	4800
Murphy's Waves Ltd. ....	4213
Neveplast SRL .....	4608
Ningbo Sinoknit Co. Ltd.....	4788
nWave Pictures SRL.....	1667
ONESUNSPORTS.....	1643
Open Doors Creative Communications GmbH.....	3727
OTK KART GROUP .....	2888
Polin Waterparks.....	2281
Premier Rides Inc. ....	2203
Preston & Barbieri S.r.l.....	2600
Price Chopper Wristbands.....	3000
ProSlide Technology Inc.....	2156
QubicaAMF.....	1331
RCI Adventure Products.....	4815
Red Raion Srl .....	660
Ride Development Company.....	2624
Rides and Fun Srl .....	4034
ROLLER .....	2849
Rover International.....	139
S&S Worldwide Inc. ....	5118

COMPANY NAME	BOOTH NUMBER
Sacoa Cashless System .....	1815
Sally Dark Rides.....	2267
Sartori Rides Srl .....	4824
SBF Srl .....	4606
SELA GROUP S.R.L.....	3229
Semnox Solutions Private Limited .....	1328
Severn Lamb & Trams International .....	3824
Simtec Systems GmbH .....	854
Simworx Limited.....	867
Sodikart .....	3674
Sunkid GmbH .....	3813
Synergy Waterpark Rides Pvt. Ltd. ....	3134
TAA International GmbH.....	2245
Technical Park S.N.C.....	3429
thejuice .....	871
Themed Entertainment Association (TEA) .....	1069
Themics Philippines Inc.....	878
Triotech.....	1058
TUV Nederland QA B.V.....	3411
UK Department for International Trade.....	671
Unis Technology (H.K) Limited.....	1031
Uremet Corporation.....	4226
Van Stone Conveyor Inc.....	2051
Vekoma Rides Manufacturing B.V. ....	5124
VENU+ .....	3206
VGS.....	5137
Viewpoint Videos .....	4108
VIVATICKET S.P.A.....	5100
Walltopia .....	4636
Water Slides de Mexico SA De CV .....	1350
Water Technology Inc. ....	2247
Wenzhou Betta Amusement Toys Co. Ltd. ....	3884
Wenzhou J&Bell Amusement Equipment Co. Ltd. ....	4290
WhiteWater West Industries Ltd. ....	2236
Wiegand Josef GMBH & Co. KG .....	3415
wiegand.waterrides GmbH .....	3417
World Waterpark Association.....	2649
Xiaofeixia Amusement Equipment Co. Ltd..... 4491	
Xuanhua Hardware Products Co. Ltd. ....	1720
Zamperla Group .....	2024
Zhejiang Qilong Amusement Equipment Co. Ltd. ....	4781
Zhengzhou Wolong Amusement Equipment Co. Ltd. ....	6078
Zhongshan Golden Dragon Amusement Equipment Co. Ltd.....	3231
Zhongshan Luck & Jinying Amusement Machine Co. Ltd. ....	200
ZIERER Karussell- und Spezialmaschinenbau GmbH & Co. KG.....	4424
Zigong City Dragon Culture & Arts Co. Ltd. .... 6000	
Zigong City Ocean Art Co. Ltd. ....	3402
Zigong Gengu Dinosaurs Science And Technology Co.Ltd.....	4433
Zigong Rushan Culture Co. Ltd. ....	4590



# Kwik-Covers®



## FITTED TABLE COVERS

**SAVES TIME!**

**WON'T BLOW OFF IN  
THE WIND!**

**NO NEED FOR TAPE,  
TACKS, OR STAPLES!**

**REUSABLE  
DISPOSABLE!**

**STOP BY BOOTH #3502 AT THE IAAPA  
CONFERENCE FOR A FREE SAMPLE!**



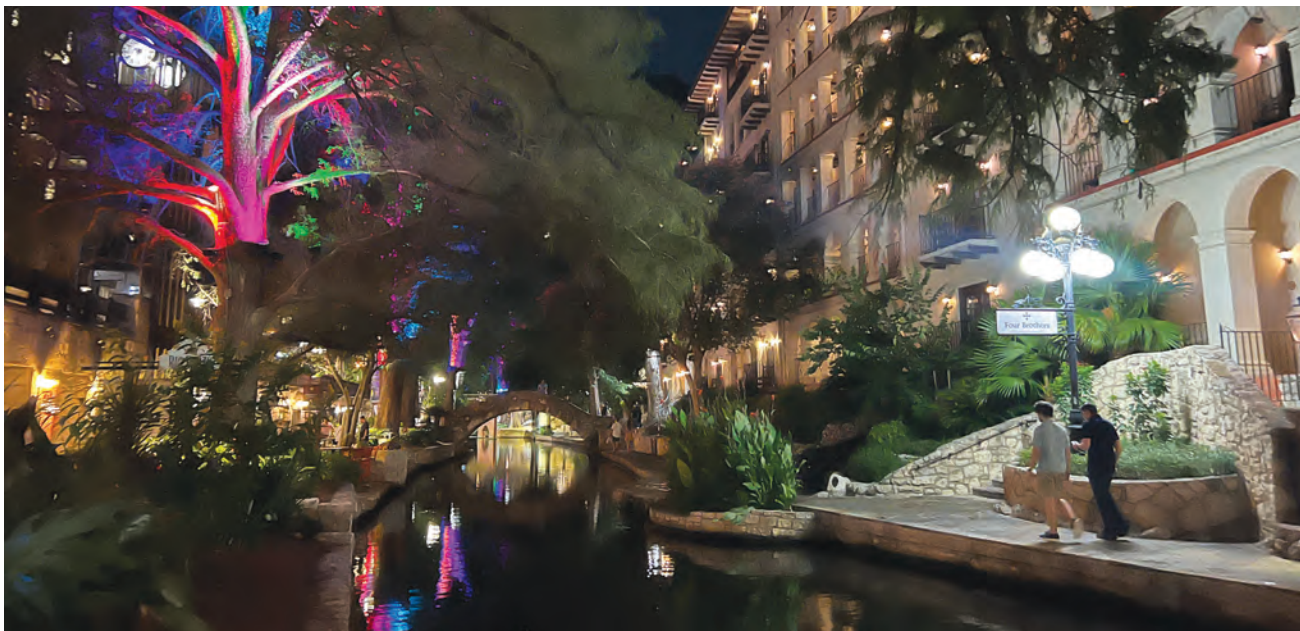
**KWIKCOVERS.COM**  
**(866) 586-9620**



**@KWIKCOVERS**



# Anticipation Builds for IAAPA FEC Summit 2024



MICHAEL COSTELLO

THE COUNTDOWN IS UNDERWAY FOR IAAPA FEC SUMMIT 2024, poised to take center stage in sunny San Antonio. Family entertainment center (FEC) professionals are encouraged to attend the IAAPA Connections event, taking place Jan. 21-23, 2024. Amid the historical charm and vibrant atmosphere of San Antonio, attendees can expect a convergence of innovation, networking, and professional development.

## The Venue

The San Antonio Marriott Riverwalk will serve as the event's official venue. Located in the heart of San Antonio, attendees will experience convenience, comfort, and proximity to local attractions.

## An Exciting Agenda

While IAAPA FEC Summit programming is still tentative at press time, participants can expect to connect, gain insights, and explore the latest trends shaping the FEC landscape. Attendees will participate in the following:

- Welcome Reception
- Keynote Addresses
- Panel Discussions
- Guided Facility Tours
- Sponsor Spotlights
- Networking Receptions
- Speaker Highlights

Keynote speaker Salem Thyne, Esports Virtual Arena franchiser and co-author of book "Nobody Cares ... until you do," will draw insights from his 2022 book release to promote inspiration

and accountability in the lives of FEC professionals. "Our society today encourages you to stay a victim as we blame other people," Thyne says, offering advice

tailored to individuals looking to feel more empowered in their professional and personal lives.

He also understands the value of attending IAAPA FEC Summit amid a competitive marketplace. "The competition for entertainment dollars is fiercer than ever with strains of consumer spending and a wealth of new innovative brands entering the market," emphasizes Salem. "In order to succeed today, you need to be present and educated in all the current trends and engage with experts in our industry."



Salem Thyne

## Embracing the Future of FECs

IAAPA FEC Summit 2024 is a must-attend event for FEC professionals eager to expand their network, drive greater revenue, and refine best practices. As the event draws closer, FEC owners and operators can look forward to additional details. **FW**

Registration for IAAPA FEC Summit 2024 is now open. Learn more about the conference and check the agenda at [IAAPA.org/FECSummit](https://IAAPA.org/FECSummit).





**Contact us!**  
[sunkidworld.com](http://sunkidworld.com)

**40 years  
of experience**

#### BENEFITS

Integration in existing or  
new roller coasters

Reduced effort in daily operation  
and ongoing maintenance

New ride sensation for your customers

A second life for an existing  
roller coaster

Made in Germany –  
certified according EN 13814

## Sunkid – Trains for Roller Coasters

ENGINEERING | PRODUCTION | INSTALLATION | CERTIFICATION | AFTER-SALES



SpeedSnake FREE – Fort Fun Abenteuerland (DE)



Cobra – CONNY-LAND (CH)



Balagos „Flying Flame“ – Avonturenpark Hellendoorn (NLD)



**New!**

From the creators of  
**Liquid Fireworks® & Dancing Waters®**



# Luxotic® Fountains

Scalable, affordable design for small commercial projects & high end residences.

Built to any size. Provides musical fountain performances or ambient effects.

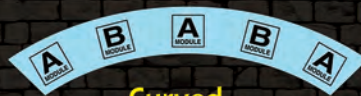




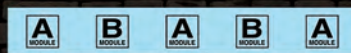
**SEE  
LIVE!**  
IAAPA EXPO  
BOOTH  
**2678**



## The Luxotic® Advantage: Flexible Module Placement!



Curved...



Linear...



Circular...



Freeform, separate pools!

Scalable Luxotic fountain modules offer newfound flexibility when placing fountains into existing locations—and creative freedom in new facilities!

Bring Las Vegas style water shows to your business or home—at affordable prices!

From the creators of...

**Liquid Fireworks!®**



Waltzing Waters®, Inc. • 1410 SE 10th St. • Cape Coral, FL 33990  
[www.liquidfireworks.com](http://www.liquidfireworks.com) • Phone +1 (239) 574-5181



# IAAPA Expo Europe in Vienna Surpasses Expectations

2023 Expo one of the largest on record in Europe



WITH A COLOSSAL 17,670 SQUARE METERS OF EXHIBIT SPACE, IAAPA Expo Europe in Vienna is one for the record books. The event held at the Messe Wien Exhibition & Congress Center from Sept. 25-28 brought together attractions professionals from around the world who explored the latest innovations, connected with industry leaders, and celebrated the growth and resilience in the region.

"IAAPA Expo Europe 2023 has exceeded our expectations in every way. The incredible turnout of more than 12,000 attendees and the presence of 633 exhibitors underscore the strong optimism and dynamism of our industry," says Jakob Wahl, president and CEO of IAAPA. "We are thrilled to see our community come together in person once again to exchange ideas and showcase the future of the attractions industry."



Read additional coverage and watch video reports produced in Vienna in the IAAPA News Hub. Visit [IAAPA.org/ViennaCoverage](https://iaapa.org/ViennaCoverage).

From sourcing new products to gaining knowledge in EDUSessions and during exclusive

tours, attendees departed Austria with newfound insights.

The education conference—a cornerstone of every IAAPA Expo—included 169 speakers, with women representing 30% of the panelists.

New in 2023: an in-person auction event to benefit the IAAPA Foundation. The auction featured industry-donated items including VIP park visits, behind-the-scenes tours, overnight stays, and a retired roller coaster vehicle from Europa-Park in Rust, Germany. The auction raised more than 5,000 euros in only 30 minutes.

"The support of our members, partners, and exhibitors has been instrumental in the success of IAAPA Expo Europe 2023, and we are grateful for their dedication to our industry," says Peter van der Schans, executive director and vice president for IAAPA Europe, Middle East, and Africa. 

## EXPO BY THE NUMBERS



**12,289**  
Verified Attendees



**8,475**  
Qualified Buyers



**5,614**  
Buying Companies



**633**  
Exhibiting Companies



**169**  
Expert Speakers



**109**  
Countries Represented



**4**  
Days of Connections






 Make plans to participate in  
**IAAPA Expo Europe 2024**  
 in Amsterdam, Netherlands.  
 Mark your calendar for **September 23-26, 2024**. Learn more at [IAAPA.org/Expos](https://IAAPA.org/Expos).

CREDIT: IAAPA ARCHIVES





# Antwerp Zoo

LOCATED AMID HISTORIC BUILDINGS AND MANICURED GARDENS in the heart of the city, the Antwerp Zoo—administered by the Royal Zoological Society of Antwerp since 1843—intertwines historical heritage with modern innovations that place animal welfare and guest experience front and center. From sustainable dining to consultations with heritage consultants as facilities are updated, the zoo has mastered the art of balance, ensuring that their operations positively contribute to the experience of guests, the environment, and the animals who call the Antwerp Zoo home. Ilse Segers, spokesperson/press and communications manager at the Royal Zoological Society of Antwerp, speaks to the zoo's initiatives and the benefits of IAAPA membership.

## What innovations, developments, or facility features at Antwerp Zoo are you most proud of?

One of the innovations and developments that we are particularly proud of at Antwerp Zoo is the transition towards communal enclosures where a diverse mix of 82 endangered species coexist. This transformation has significantly enhanced both the guest experience and animal welfare within our zoo. It not only provides a more enriching and immersive experience for our guests but also promotes natural behaviors and interactions among the animals themselves. This creates a dynamic and visually stimulating environment, fostering a deeper connection between our visitors and the wildlife we strive to protect.

## The Antwerp Zoo has a rich history. How does the zoo team balance the preservation of this heritage with modern trends and advancements?

Antwerp Zoo is a fusion of heritage, exceptional architecture, and a commitment to animal welfare and scientific research. The Antwerp Zoo is fully protected as a monument and as a landscape, the only one in Flanders [Flemish region of Belgium]. This dual protection signifies that the park layout, with its beautiful greenery and numerous statues and ornaments, is just as important as the iconic buildings that exist here.

A team of heritage consultants from the Heritage & Monuments agency advises the staff at the Antwerp Zoo on the appropriate management of the protected monument, without losing sight of sustainability. A master plan has been developed, a heritage management plan has been created, and a heritage architect has been hired to oversee modernization processes in collaboration with all stakeholders.

The introduction of a new species can also bring about a need for facility enhancements. Some buildings were not originally designed for heavy animals like rhinoceroses, for example. Adjustments are necessary to provide a safe home for these larger animals.



ALL PHOTOS © ZOO ANTWERPEN/JONAS VERHULST





### How does the Antwerp Zoo engage with visitors and educate them about wildlife conservation?

We operate our own foundation, Antwerp Zoo Foundation (AZF), which supports our nature conservation projects. Our commitment to conservation and sustainability is at the core of our mission. To keep our members and supporters informed and engaged, we regularly communicate through all our social media channels. Additionally, updates and content can be found on our dedicated platform, My Zoo. We believe in transparency and involving our community in our conservation efforts, ensuring that together, we make a meaningful impact on preserving our planet's biodiversity.

Read more at <https://www.antwerpzoofoundation.com/en/>.

### Can you share a sustainable practice that the Antwerp Zoo has implemented?

We want to respect the biotope in which humans and animals live together. We have chosen to increasingly replace more of our traditional meat dishes with a sustainable and tasty vegetarian alternative. 80% of the catering formulas on our menu are vegetarian. For the remaining 20%, Elisabeth Catering—the company that serves the Antwerp Zoo—uses poultry, meat, or fish.

We also feel very strongly about our values and we like to see them reflected in those of our partners and suppliers. We select our suppliers with the greatest care and regularly organize on-site visits to closely monitor their actions with climate and animal welfare in mind. The way in which we present our buffets to our guests also ensures that we keep can maintain our zero-waste lifestyle. Wherever possible, we avoid the classic spoon-service or self-service, as this is where food waste can be at its highest.

### What benefits has IAAPA membership offered the Antwerp Zoo thus far?

It has provided us with access to a wide range of educational resources and opportunities, which is of paramount importance to our organization. These resources have allowed us to stay updated with the latest industry trends and best practices, further enhancing our ability to provide an exceptional visitor experience. 



ALL PHOTOS © ZOO ANTWERPEN/JONAS VERHULST



## Cedar Fair and Attraction Management Program Leader Shares Value of IAAPA Foundation



SWATHI RAVICHANDRAN

*Swathi Ravichandran, professor and founding director of Bowling Green State University's Cedar Fair Resort and Attraction Management (RAAM) program in Sandusky, Ohio, has dedicated the last four years to nurturing the professional development of her students. Many are eager to jump headfirst into the global attractions industry, but face financial barriers to doing so. The IAAPA Foundation assists in removing this obstacle, granting ambitious students scholarships to attend IAAPA Expo—where future industry leaders receive the opportunity to learn, connect, and perhaps land their first attractions industry role.*

I HAD THE HONOR OF STARTING MY ROLE as the founding director of the Cedar Fair RAAM program at Bowling Green State University (BGSU) in 2019. Having never attended an IAAPA Expo, this was a priority, and I was blown away! I have attended several different hospitality and tourism industry events over the past two decades, and while many have been impressive, IAAPA Expo is in a league of its own. The combination of EDUSessions, EDUTours, endless networking opportunities, and of course, the expansive Expo floor, was unparalleled.

It was clear to me that I had to find a way to get the RAAM students to the annual IAAPA Expo in Orlando. Many of the students work full time and go to school full time to fund their education. The added expense of attending IAAPA Expo is out of reach for many. While exploring funding opportunities, I came across the IAAPA Foundation grants and truly felt like I hit the jackpot! Since 2021, IAAPA Expo participation of at least 20 BGSU RAAM students has only been possible due to the IAAPA Foundation's support. Earlier this year, IAAPA also matched funds received from an individual IAAPA member donation,

allowing us to expand support.

When I see students during the Expo or chat with them when back on campus in Sandusky, Ohio, their excited recounts of a behind-the-scenes Velocicoaster tour,

a Josh D'Amato quote, or a meeting with an attractions manager who offered them an internship made me realize they had fun, but also learned what we can't always teach in the classroom.

None of this would be

possible without the continued support of the IAAPA Foundation. For a group of students who are so passionate about the attractions industry and whose life's goals are to lead this industry in the future, attending IAAPA Expo is a prized opportunity. **FW**

***"We can't always teach in the classroom. ... attending IAAPA Expo is a prized opportunity."***

To learn more about the IAAPA Foundation or to directly contribute to scholarships for students, visit [IAAPA.org/Foundation](https://iaapa.org/Foundation).





**THUNDER VOLT**

**ELECTRIC  
GO-KARTS**



## Live demos in IAAPA Booth #4863

For over 60 years, we have manufactured innovative, immersive and award-winning attractions for FECs around the world.

Unsurpassed technology is built into all of our products to maximize efficiency, safety, and profit without compromising unique and thrilling experiences for your customers!

**1-800-438-3558**  
**amusementproducts.com**



**CHAMPIONSHIP  
MINIATURE GOLF**



**RANGE-PRO**

**BATTING CAGES &  
PITCHING MACHINES**



## Make a Difference as an IAAPA Official Partner

BRANDS LOOKING TO SHOWCASE THEIR PRODUCTS AND SERVICES to more than 6,000 IAAPA members may benefit from applying to the new IAAPA Official Partner Program. Created to serve members of the industry seeking cost savings, operational efficiencies, or innovative solutions, IAAPA Official Partners are world-class brands with products, services, and technologies that can assist those looking for support.

The program offers an official partnership designation, sponsorship opportunities at IAAPA events, speaking opportunities, advertising in various IAAPA publications, invitation to high-level networking events, and other valuable perks.

Four IAAPA Official Partners spoke with Funworld about their services and the program's benefits.

### J&J Snack Foods

The manufacturer, marketer, and distributor of name brand snack foods and frozen beverages is eager to offer IAAPA



members iconic brands with products that are easy to serve, highly profitable, and delicious. "From our perspective, IAAPA represents some of the greatest segments and consumer experiences in the marketplace, destinations where people go to get away and have fun," says Chief Marketing Officer Lynwood Mallard. "Our JJSF brands are uniquely positioned to bring a little more joy to those occasions, so the partnership with IAAPA is a spot-on fit and allows us to work with the membership as a one-stop solution for some of the world's most fun food and beverage brands. We're just getting started this year and look forward to a productive long-term partnership with the IAAPA community."

### Clover from Fiserv

A point-of-sale and business management platform from Fiserv, Clover enables



businesses to maximize their operating efficiencies, grow their customer base, and accept customer payments. Fiserv, a leading global provider of payments and financial technology solutions, supports clients with account processing; digital banking solutions; card issuer processing and network services; payments; e-commerce; and merchant acquiring and processing.

The connection between Clover and IAAPA was forged when Mitchell Jenkins, vice president, head of partnerships—strategic segment at Fiserv, attended IAAPA Expo 2022. "As I connected with members and vendors, it became clear that it



Let's talk about **safety for all family!**

In a constant effort to improve your ride's experience in the safest way, Reverchon, as a pioneer in manufacturing spinning coasters now **releases new individual safety bars that are not only flexible for each passenger but also adapted to your early rides versions.**

Double restraint systems should be history.

While upgrading your ride, **take the opportunity to redefine your cars' theme**, our creative team is ready for a makeover.

**Let the journey to your dream ride begin!**

**REVERCHON**  
a world of emotions





would be a natural fit for Clover to partner with IAAPA and provide technology to benefit this unique industry,” he shares. “We are committed to partnering with like-minded organizations, and similar to our ‘client-first’ approach, IAAPA is focused on creating value for its members.”

### Satisfi Labs

A conversational artificial intelligence (AI) platform for sports, entertainment, and tourism, Satisfi Labs provides an answer engine that powers live chats and AI on the web, messaging apps, and voice channels. Through partnership with IAAPA, Satisfi Labs can help attraction owners save staff hours, enhance the guest experience, maintain brand consistency, and collect unique customer data.

“We are excited to be partnering with IAAPA more deeply. So far, the partnership has been invaluable in helping connect us throughout the industry and get in front of the right audiences through their many channel, event, and placement offerings,”




shares CEO Don White. “Their team is attentive, responsive, and helpful, making onboarding into the community a breeze.”

### Unclaimed Baggage/Reunitus

Unclaimed Baggage/Reunitus is a sustainable, revenue-generating lost and found disposal solution that keeps unclaimed items out of landfills by securely clearing all electronics before they are recycled or sold.

“Our products and services offer trusted and comprehensive solutions for amusement parks and attractions,” says Senior Vice President of Business Development Mindi Cooke. “We have recently been growing with several IAAPA members—members are especially interested in our lost and found disposal solution and secure electronic recycling.”

The partner program has also enabled Reunitus to efficiently reach a broad audience. “IAAPA’s support has been instrumental in developing strong connections with new partners and ultimately achieving growth within the industry,” shares Cooke. 



**Companies interested in learning more** about the IAAPA Official Partner Program may contact [Partnerships@IAAPA.org](mailto:Partnerships@IAAPA.org) for details. Those equipped to serve IAAPA’s global membership base are strongly encouraged to reach out.

## YOUR BRIDGE TO A NEW GENERATION OF FAMILY RESORTS





# Believe It: This is a Great Industry

2023 IAAPA Chairman Jim Pattison Jr. shares reflections from member visits around the world

IN HIS FINAL DAYS AS IAAPA CHAIRMAN OF THE BOARD, Jim Pattison Jr. is quick to joke about how many days he has left on the job. His 12 months as chairman led him to 27 countries to visit with IAAPA members around the world.

“The fun part is seeing the members—and that’s the most critical as far as I’m concerned, because I learn a lot,” the president of Ripley Entertainment tells Funworld. “I tried to go see parks; I tried to see other attractions with a roof on it, like what Ripley’s does; and I tried to see a lot of FECs (family entertainment centers) and suppliers.”

His travels included scaling mountains in the coffee growing region in Columbia, going “down under” to Australia, and flying to Norway to tour museums and learn from sustainable hotels, all in a quest to visit IAAPA member attractions. He also toured the factories and design centers belonging to manufacturers and suppliers. “It was really cool to go over and see how people manufacture things, see their process and their facilities, meet some other people,” he says.

In addition, Pattison traveled to Singapore for IAAPA Expo Asia in June and Vienna for IAAPA Expo Europe in September. At the heart of each stop for Pattison: people.

**IDAHO**  
At the RMC factory



**UTAH**  
Visiting the S&S factory



**SAN DIEGO**  
Gathering at IAAPA North America Trade Summit



**MEXICO**  
At Latin America Summit in Cancun



**ORLANDO**  
On stage at IAAPA Expo 2022



**NASHVILLE**  
Providing inspiration at IAAPA FEC Summit






“The people in our industry—most of them—have been here for a long time. They like it; they like contributing to it; they want to make a difference,” Pattison says of manufacturers, along with attractions owners and operators.

Pattison says FECs continue to fascinate him. He values their resilience,

nimbleness, and ability to make changes in short order.

“I love FECs because they’re really creative. They’ve had to adjust their businesses—it’s not just arcades and go-kart tracks. It’s everything from virtual reality (VR) to any kind of new technology and thinking. They have rides

inside; they have rides outside; how they’ve adapted to our industry is really impressive,” he says.

Perhaps the mantra Pattison shared around the world will remain timeless well after his year as IAAPA Chairman concludes: “We need to have more fun!” 



**NORWAY**  
Beholding  
the Fjords of  
Norway

**VIENNA**  
Dancing in the  
aisles at IAAPA Expo  
Europe

**THAILAND**  
Learning about  
elephant care at  
Chiang Rai

**THAILAND**  
TOP: Meeting a  
toucan at Ancol  
properties  
ABOVE: In a Robert  
Ripley-like moment,  
Jim meets women  
with rings around  
their neck in  
Thailand

**SINGAPORE**  
Greeting members  
at IAAPA Expo Asia

**BRAZIL**  
DESCENDING: Greeting the  
team at Beto Carrero World;  
enjoying the frozen world  
of Alles Park; at the FG Big  
Wheel



This is a partial listing of upcoming IAAPA events. Event details are as of Sept. 20, 2023 and subject to change. For the most up-to-date information, visit [IAAPA.org/Events](https://iaapa.org/Events).

## NOVEMBER 2023

### IAAPA Institute for Attractions Professionals (IAP)

12-13 | TBD



13-17 | Orlando, Florida

## DECEMBER 2023

### IAAPA EMEA Winter Summit

6-7 | Madrid, Spain

## JANUARY 2024

### IAAPA Institute for Attractions Executives

7-12 | Orlando, Florida

### IAAPA FEC Summit 2024

21-23 | San Antonio, Texas

### IAAPA Middle East Trade Summit

22-24 | Abu Dhabi, UAE

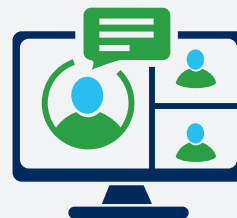
## MARCH 2024

### IAAPA Honors

3 | Las Vegas, Nevada

## IAAPA WEBINARS

IAAPA members enjoy complimentary access to webinars on hot topics in the industry. Registrants can earn one credit hour toward IAAPA Certification by participating in each webinar. The webinars are included with IAAPA membership and are presented in English, with select webinars offered in Spanish and Portuguese. To view the full schedule of upcoming webinars, register, or submit a proposal, visit [IAAPA.org/Webinars](https://iaapa.org/Webinars).



## UPCOMING WEBINARS

Selection of webinars below as of Sept. 20, 2023, subject to change.

### Webinar: IAAPA's Ride Safety Report

Nov. 2, 1-2 p.m. Eastern Daylight Time (EDT)

Join this panel to gather key insights from IAAPA's Ride Safety Report for North America. This project is the only data source that provides injury statistics specific to fixed site amusement parks.



## IAAPA FEC SUMMIT

JAN. 21-23, 2024 | SAN ANTONIO, TX

Connect with the best-of-the-best in the FEC community including owners, CEOs, park managers, suppliers, and manufacturers for an exclusive education conference focused on enriching your culture while leaving a lasting career legacy.



Shape the future of  
your business at IAAPA  
FEC Summit!

[LEARN MORE](#)

## IAAPA NORTH AMERICA SUMMIT

MARCH 3-5, 2024 | LAS VEGAS, NV

Propel your business forward and discover innovative new products, build lifelong connections, learn from thought-provoking speakers, and go behind the scenes to explore world-class facilities to see what's working and how you can put best practices into action at your facility.



Prepare for success at  
IAAPA North America Summit!

[LEARN MORE](#)



@IAAPANorthAmerica

## POSTAL CIRCULATION STATEMENT 2023

Publication title: Funworld

Publication number: 528

Issue date for circulation data below:

Date of filing: Oct. 4, 2023

Frequency of magazine: Bi-Monthly

Number of issues annually: 6

Complete mailing address of headquarters or general business office: 4155 West Taft Vineland Road, Orlando, FL 32837-4031

Full names and complete mailing addresses of publisher, editor, and managing editor:

Publisher: International Association of Amusement Parks and Attractions (IAAPA), 4155 West Taft Vineland Road, Orlando, FL 32837-4031

Editor: Avery Matteo, 4155 West Taft Vineland Road, Orlando, FL 32837-4031

Managing Editor: Michael Costello, 4155 West Taft Vineland Road, Orlando, FL 32837-4031

Owner: International Association of Amusement Parks and Attractions (IAAPA), 4155 West Taft Vineland Road, Orlando, FL 32837-4031

Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: None

Extent and Nature of Circulation	Average No. copies each issue during preceding 12 months	No. copies of single issue published nearest to filing date
Total Number of Copies (Net press run)		
Mailed Outside-County Paid Subscriptions	8,520	9,267
Mailed In-County Paid Subscriptions	0	0
Paid Distribution Outside the Mail	4,173	4,458
Paid Distribution by Other Classes	0	0
<b>Total Paid Distribution</b>	<b>12,693</b>	<b>13,725</b>
Free or Nominal Rate Outside-County Copies	0	0
Free or Nominal Rate In-County Copies	0	0
Free or Nominal Rate Copies Mailed at Other Classes	0	0
Free or Nominal Rate Distribution Outside the Mail	592	896
Total Free or Nominal Rate Distribution	592	896
Total Distribution	13,285	14,621
Copies not Distributed	50	20
<b>Total</b>	<b>13,335</b>	<b>14,641</b>
Percent Paid	95.5%	94%





# IAAPA EMEA WINTER SUMMIT

6 - 7 DECEMBER, 2023

MADRID, SPAIN

## VISIT PARQUE WARNER AND PUY DU FOU ESPAÑA

Take advantage of a unique opportunity to gain insights and learn about two Spanish parks.

- Hear about their expansion plans
- Gain insights on satisfaction monitoring and surveys
- Learn about impact of weather conditions

**REGISTER NOW**

[IAAPA.org/IAAPAEEMAWinterSummit2023](https://IAAPA.org/IAAPAEEMAWinterSummit2023)



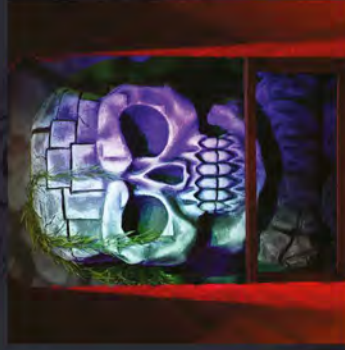
# Arizona<sup>®</sup> Attractions



You Dream...We Theme<sup>®</sup>



Adrenalin Attractions is a US based themed fabrication and technology development company serving all sectors of the hospitality and entertainment industries worldwide including theme parks, museums, events, hotels, and casinos. Services include 3D printing (**MASSIVIT 5000**), sculpting, special FX, statuary, scenic painting, and more. We have the skills and team to get your projects done from concept to completion!



Scan for More

Contact@AdrenalinAttractions.com



# HEART

## Meet 2024 IAAPA Chairman of the Board Wuthichai Luangamornlert from Bangkok's Siam Amazing Park

*by Scott Fais*

ASK WUTHICHAI LUANGAMORNLER to DESCRIBE his family's theme park in Bangkok and his eyes grow wide with excitement and pride.

"It's one of the best parks that I've seen," Luangamornlert says of Siam Amazing Park.

"It has a soul within itself," he says of the 118-acre property located in the Khan Na Yao district of Bangkok near Suvarnabhumi Airport.

Like the mission of the amusement park his father created, Luangamornlert has one goal as IAAPA chairman: "I want to bring people closer together," he tells Funworld.

With a last name stretching 14 letters, Luangamornlert is often called Wuthi (pronounced "Woo-tee") by friends in the industry. He believes in volunteering, becoming vested in the industry, and the value of tourism and travel (see p. 77 for insights from attractions in Thailand).

At IAAPA Expo 2023 in Orlando, he will begin his one-year term as IAAPA chairman of the board. The event in Orlando will serve as a pilgrimage for Luangamornlert, who first attended IAAPA Expo in 1986 at age 10 alongside his father.

His upbringing in the industry leaves Luangamornlert poised to take on the role.



# & SOUL







“I think [my father] loves the park more than anything else in the world. You can see his dreams and desires in the park.”

## Humble Beginnings

Luangamornlert is quick to give his father, Chaiwat Luangamornlert, credit for creation of Siam Amazing Park and growing the attraction into one of Thailand’s largest theme parks. “I think he loves the park more than anything else in the world. You can see his dreams and desires in the park,” Wuthichai says of his father.

He affectionately speaks of the 84-year-old’s drive, self-confidence, and success.

“He grew up from nothing, penniless basically, and built himself into what he is today,” Wuthichai says.

Wuthichai maintains that his father is still at the helm of the family-owned company.

Chaiwat first invested in breeding and marketing freshwater fish, before entering the real estate business in Thailand.

“Once he had the dream of building a park, he forewent those businesses to focus on the park,” Wuthichai says. Chaiwat opened Siam Amazing Park in November 1980. Throughout the years, the park introduced several innovations to southeast Asia, including one of the first suspended looping coasters (with five inversions), a 13,600-square-meter wave pool, and seven-story-tall water slides.

## The Family Business

The Luangamornlert family owns and operates their theme park as a family business. Collectively, they own 97% of their resort, with the remaining percentage owned by legacy investors. Wuthichai explains that by law in the 1980s, when the park opened, seven additional people needed to serve as advisors of the company.

The family respects Chaiwat as their leader and will present information and research to him before he renders a decision on capital improvements.

“We have to trust that decision making,” Wuthichai says. “Different families will have a different approach, a different way of doing things.”

That approach includes making mistakes and learning from them as a family unit—and not placing blame. One mistake Wuthichai feels other leaders can learn from procrastination in making a decision. Using his own experience, he says attraction leaders need to be balanced: they cannot become too complacent, but also need to listen and not become too decisive.

## Rolling Up His Sleeves

On big attendance days while growing up, Wuthichai remembers being sent out into the park to help.

“It was fun. But then, as I got older, it was not fun anymore,” he says with a laugh. He recalls feeling there were “too many cooks in the kitchen” inside certain revenue locations. The situation allowed him to generate a theory on balancing staffing levels.

“It’s nice to be helpful, but you have to be efficient as well,” he says, adding when employees are stepping over each other, it reduces efficiency.

He came back to the family business at age 23 after time away. Upon his return, he had no proper role or defined



## Route Tracking Service (RTS)

### Analytics

Total control based on reports and business intelligence.

### Readers

Most techno-aesthetics & functional in the industry.

### APP

Keep control at your fingertips.

### Party booking

Maximize the profitability of your events with efficiency and management.

We are SaaS

### Marketing

Marketing campaigns just a tap away.

### Parks

Access.  
Passports.  
Events.

### Redemption

Boost the most important business unit.

### CRM

Increase customer loyalty with a fully integrated system.

- Instant implementation
- Provider maintenance
- Data security
- Saving time and money
- Use from different devices

# The smart way for fun management

Visit us to check the new product, Route Tracking Service. **The game hits the road!**





**“When I see second and third generation of owners, I ask them to volunteer [for a committee].”**

responsibilities, rather a title: assistant managing director.

“It was quite frustrating and difficult because I was not given exact responsibilities, rather I was told, ‘Just do what you think is right.’ And that is difficult,” he says. While his father trusted him, Wuthichai says he still needed dad’s approval before taking action at 23 years old.

## Rooted in IAAPA

Before Wuthichai was a teenager, he was roaming the IAAPA Expo trade show floor in Florida with Chaiwat. At age 10, he first saw how Siam Amazing Park connected with its vendors and suppliers.

“It was fun. I knew fewer people then, so I was able to participate in giveaways and go on all the rides across the show floor,” he remembers. He also recalls scouting for free popcorn and cups of complimentary soda. “I didn’t want it to end!” he says with a laugh.

The 1986 Expo was just the beginning. His volunteer service with IAAPA began when a member in IAAPA’s Asia-Pacific region extended an invitation to Wuthichai to join a committee. Since then, taking part in the Asia Pacific Advisory Committee, governance committee, Asia-Pacific education subcommittee, relocation task force, water park committee, and joining the IAAPA Board of Directors have prepared him for the role as chairman. In addition, Wuthichai has also served as the president of the Thai Amusement and Leisure Park Association, hosted the 2015 IAAPA Safety Institute in Bangkok, and aided in the creation of the Thai Safety Standard for Amusement Rides (Ministerial Regulation on Amusement Ride Control). He applied for the position of IAAPA second vice chair in 2021. “Luckily, they felt like I was a suitable candidate,” he says with a laugh.

With a record of dedicated service to IAAPA, Wuthichai says “when I see second and third generation of owners, I ask them to volunteer [for a committee].” He also feels excited when a second or third generation attractions employee comes to him and asks for his advice.

The Luangamornlert family and the Thompson family—storied owners of Blackpool Pleasure Beach in the United Kingdom—became friends several decades ago. Amanda Thompson, OBE, CEO of the Blackpool Pleasure Beach group of companies, who produced ice skating shows for Siam Amazing Park, tells Funworld she is

Luangamornlert is gracious about sharing insight and success to help leaders and businesses grow. He joined several IAAPA leaders on stage in Singapore at IAAPA Expo Asia in June 2023. From Left: Jakob Wahl, IAAPA president and CEO; Jim Pattison Jr., 2023 IAAPA chairman of the board and president of Ripley Entertainment; Wuthichai Luangamornlert, 2024 IAAPA chairman of the board and managing director of Siam Amazing Park; Massimiliano Freddi, founder of Wonderwood and IAAPA second vice chair; and Darrell Metzger, advisor to Sim Leisure Group and 2009 IAAPA Chairman of the board.







# AQUATIQUE SHOW

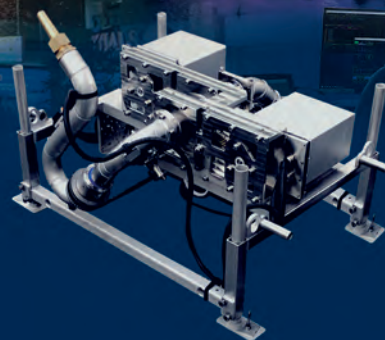
THE WONDER OF WATER

*We design, manufacture  
and integrate watershows  
and special effects*



## *AquaPro Led II*

- OSRAM RGBW leds for perfect and warm colours
- Soft edge dispersion cone for maximized lighting quality
- Fully immersible projector to avoid trace on light
- Overheat protection by output power regulation
- Housing in 316 Stainless steel for highest lifespan



## *Moving Jet 2 Axes*

- 2 axes (XY) with 90° amplitude (-45° / + 45°)
- Steady mechanism with powerful motor for harmonious motion even at low speed
- Allows different nozzles and enables height up to 25 meters
- Stainless steel robust and reliable design with low maintenance requirement







Visit Siam Amazing Park during IAAPA Expo Asia in Bangkok, Thailand May 27-30, 2024. Learn more at [IAAPA.org/Expos](https://iaapa.org/Expos).

excited for Wuthichai and what his chairmanship represents to IAAPA members around the world.

"It is so important that IAAPA has true global representation, and it is very valuable for the association to celebrate international chairmen from all the regions of the association," Thompson says. Wuthichai's chairmanship will initiate three years in a row of international chairmen for IAAPA, with Massimiliano Freddi, founder of the pair of Wonderwood attractions in Italy, assuming the role in 2025, and Luciana Periales, CEO of Neverland Park in Argentina, becoming chair in 2026.

"I think this brings a true feeling of globalization," Thompson says. "We can clearly take global issues, share, and resolve challenges within important areas such as safety, security, and sustainability."

## The Value of Family and Volunteerism

Wuthichai believes in a strong family unit. He and his wife, Vorapan, have been married for 24 years.

"She is the one who gave me the peace of mind to go for it and become chairman. You can't do this without trust," he says of Vorapan's support.

The couple have a son (23) and daughter (20). And while

Wuthichai would like them to be involved in the family business, he's cautious on timing.

"I've kept them out. I want them to go out and learn something else first," Wuthichai says, adding he would like them to develop skills outside the business, before bringing that knowledge home.

Simultaneously, he believes IAAPA offers its members the opportunity to grow their own career through participation on committees, webinars, and at EDUSessions at IAAPA Expos.

"If you stay where you are, you will only focus on your business, KPIs (key performance indicators), profits, and the return on investment. And business is important—don't underestimate that. But once you're in this community, and you share it with your friends, and you share of yourself, the industry grows," he concludes. 

## Luangamornlert One-on-One

Funworld sat down with 2024 IAAPA Chairman of the Board Wuthichai Luangamornlert at IAAPA Expo Asia 2023 in Singapore for a one-on-one interview where he shared his leadership approach, investments, and perspective on the industry.

### What was your father's best piece of advice to you?

Keep dreaming ... and dream big. He always accused me of not dreaming big enough. He basically grew up from nothing, and he built himself into what he is today.

### What type of leader is your father?

Oh, he's a very strong leader. In Thailand, in a family business where there is a lot of family history and success, the one at the top is the one with a strong will.

### What type of leader are you?

I am a bit less aggressive. A lot will say in some way, I am aggressive, but compared to my dad, I am less aggressive. I think I allow people more freedom to do more things. I will let go. I always give trust to them. I give them goals and let them do things. [The outcome] may be good; it may be bad. But we'll talk about it later.

### What is the best investment you made at Siam Amazing Park that provided a great return?

One day we found an advertisement for equipment in Brunei. So we went and bought plenty of rides—about 16 rides. A majority of them were still operational, so we sat on them.



We bought in bulk, brought them back to our park, and installed them. That transformed us from a majority water park into an amusement park with a water park.

### What do you perceive as some of the greatest threats to our industry?

Not to become too profit-driven and not deliver the feeling of happiness to the consumer. Sometimes our guests are spending too much time in line. Can you imagine spending three or four hours queuing up? That is not a nice experience. I hope that operators and

owners of attractions will give way to happiness and put a smile on the consumer's face.

### What do you want people to remember about your year as chairman?

This association is not mine. It's not one single person's. I want to be the one that hopefully can bring people together and attract more talent from the Asian side to join and volunteer IAAPA.

And I hope that one day, people in IAAPA and friends in the industry will look back at my tenure as chairman and say, "Well, this guy is not half bad!"



# THE LEADER IN FINANCING **ENDURING EXPERIENCES**

OVER 25 YEARS OF SUCCESSFUL  
PARTNERSHIPS AND ENDURING GROWTH



**Tom Hudak**  
Vice President, Investments  
[tom.hudak@eprkc.com](mailto:tom.hudak@eprkc.com)

**Brent Templeton**  
Associate Director, Investments  
[brent.templeton@eprkc.com](mailto:brent.templeton@eprkc.com)

**(816) 472-1700**



**EPR**  
Properties®

The Diversified Experiential REIT<sup>SM</sup>

Acquisitions | Sale-Leaseback | Build-to-Suit | Tailored Financing





GAME OF  
**1000**  
BOXES

**BEST NEW PRODUCT**



**IAAPA**

**BRASS RING  
AWARD**

WINNER 2022



The Live Game Show Experience  
for up to 40 Simultaneous Players

Visit Us!  
Booth 4245

[www.1000boxes.game](http://www.1000boxes.game)  
[licensing@1000boxes.game](mailto:licensing@1000boxes.game)





# Terrific Thailand

How Thai attractions grow and adapt

by Michael Switow

A RIVER FORMS IN AN INSTANT ON STAGE. A DOZEN PERFORMERS—angels in brightly colored, ornate costumes and traditional Chada crowns—fly effortlessly through the sky. The production at Siam Niramit Phuket, which recounts 700 years of Thai history, culture, and beliefs in an entertaining 80-minute show, is stunning.



# The stage is one of the largest in the world.

Ten meters high, 40 meters deep, and with a width of 65 meters, it encompasses the audience. The set is also gigantic. More than 100 pieces, each based on real paintings, architecture, and temples, are moved seamlessly on and off stage, thanks to a 150-person crew that only Broadway could dream of hiring.

"I can claim that this is one of the best shows in the world," says Pannin Kitiparaporn, the chief executive of Siam Niramit Phuket.

Kitiparaporn, who served as an IAAPA director in 1976 while she was running the newly opened Magic Land amusement park, is not prone to boasting. Magic Land has since closed, but Kitiparaporn owns another amusement park outside Bangkok named Dream World, as well as a chain of 150 family entertainment centers.

"I've made like a million mistakes, maybe more," she reflects, "but the amusement park taught me a lot about entertainment. It has given me that gut feeling of what people would like."

Pannin says staging, special effects, and a storyline showcasing the beauty of Thai culture are among the reasons why Siam Niramit Phuket is popular with foreign visitors. Yet, she explains ensuring that the show is entertaining and "hits the heart of the audience" are perhaps most important when meeting guest expectations. Pannin spent an additional 10 months editing the show to create a product that visitors would like.

Siam Niramit Phuket's elaborate stage performance showcases Thai culture with a strong story and a 150-person crew, as well as detailed costumes and special effects.



SIAM NIRAMIT PHUKET



SIAM NIRAMIT PHUKET



**New look. Timeless service.**



## **Best in Class Amusement Equipment**

Equip your family entertainment center with industry-leading amusement offerings. From five offices across the country, the AVS sales team helps to provide an improved ROI and unforgettable experiences for your guests.

## **Decades of Unparalleled Service**

Our legacy is built on service. With over fifty years in business, we've fine-tuned the art of support. From the initial selection to final setup, we're your dedicated partner, ensuring your family entertainment center stands out.

## **Join us at IAAPA Expo – Booth #1619**

Experience the AVS difference firsthand. Stop by our booth to try new games and see why we're the trusted choice for world-class amusement solutions.



**avskompanies.com**

**(847) 439-9400**



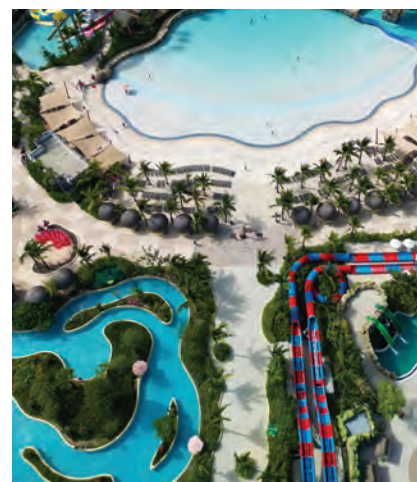
Despite the challenges of bouncing back in a post-pandemic economy, Thai water parks such as Anamanda Phuket have maintained financial stability through changes in operation days, higher ticket prices and increased in-park spending.



ANAMANDA PHUKET



ANAMANDA PHUKET



ANAMANDA PHUKET

There's no question that travelers to the popular resort island of Phuket are enjoying Siam Niramit's magic. Ticket sales are solid and online reviews are overwhelmingly positive.

Kitiparaporn's first venture into theater attractions did not fare as well. On opening night in Bangkok in 2005, only 60 people bought tickets to attend the show representing a US\$75 million investment. While attendance improved and Siam Niramit Bangkok survived for 15 years, COVID-related losses forced its closure.

## Looking Forward

Before the pandemic transformed travel patterns, about 40 million people visited Thailand every year, making the nation one of the most popular Asia-Pacific travel destinations outside China. During the first half of 2023, only 11 million people traveled to the "Land of Smiles." Industry experts say it will likely take until 2025 for Thailand's tourist industry to fully rebound.

Ticket sales at several parks interviewed by Funworld have also yet to regain their pre-COVID-19 levels. At Vana Nava Water Park, in the coastal town of Hua Hin about three hours southwest

of Bangkok, weekend attendance is only about one-third that of pre-pandemic times. Siam Amazing Park, located about 50 kilometers north of the capital, is expecting 600,000 visitors in 2023, down from more than a million people prior to the pandemic.

Lower visitation does not always mean lower revenue or profits. Vana Nava reports relatively stable turnover, thanks to more team building and group sales. Its sister park, Andamanda Phuket, which launched 18 months ago, has added night events to its calendar. Outside Pattaya at Ramayana Water Park, which has cut back to six days a week of operation instead of seven to save on labor costs, annual sales are expected to rise 8-10% this year to US\$8.5 million, thanks to higher ticket prices and more in-park spending.





# Going Round and Round on Insurance?

Protect yourself with risk management and business insurance from a company that specializes in the amusement industry.

Haas & Wilkerson Insurance provides better products and services, leading coverages and limits, and over 80 years of industry experience.

Our well-trained experts specialize in comprehensive insurance and can tailor solutions that are cost-effective and specific to your unique needs.



HAAS&WILKERSON  
INSURANCE

For a comprehensive review of your coverage and exposure, call 913.432.4400 or visit [hwins.com/RoundandRound](http://hwins.com/RoundandRound)

**Westchester**  
A Chubb Company

Independent agent representing Westchester, a Chubb Company, Programs Division. Insurance provided by Ace American Insurance Company and its U.S. based Chubb underwriting company affiliates. Chubb is the marketing name used to refer to subsidiaries of Chubb Limited providing insurance and related services. All products may not be available in all states. For a list of these subsidiaries, please visit [www.chubb.com](http://www.chubb.com).





SIAM AMAZING PARK

The effects of COVID-19 led Wuthichai to pivot, at least partially. He converted one of the buildings into a convention center, and he is marketing the facility to exhibition and event organizers in Thailand and overseas.

## Meeting Market Needs

The Thai attractions industry is dominated by water parks and family entertainment centers. Dream World and Siam Amazing Park are among the few traditional amusement parks in the country.

The most obvious explanations for this trend are the weather and economy. Most investors believe amusement parks are too expensive for the Thai market, where the average per capita income in Thailand is about US\$7,500. Water parks and indoor attractions are not only less expensive to build, they are also well-suited to Thailand's climate, providing locals and tourists alike the opportunity to cool off on a hot day.

Culture may also play a role. At Ramayana Water Park, one of the most popular attractions is the River Slide, a tube slide that connects to a lazy river.

"It is a natural, easy ride in the middle of the park, something that you can go on with young kids," says Ramayana Water Park CEO Andrea Galeazzi. "It's a very quiet ride, yet there is a long queue. It's incredible. Thai people just want to enjoy. They are a little bit scared about going on something more extreme. They are not in love with adrenaline rides."

## Adapting to Challenges

Attractions operators were forced to adjust their businesses in other ways too. In 2019, Wuthichai Luangamornlert began construction on an ambitious tourist attraction called Bangkok World, located on the grounds of Siam Amazing Park. The initial concept was to offer visitors a taste of many of the city's best attractions in one place. There would be handicrafts, food, a floating market, and more.

"We wanted to help small entrepreneurs who are unable to find a suitable marketplace," explains Wuthichai, 2024 IAAPA chairman and the second-generation owner of Siam Amazing Park. "We have 1-2 million people coming through our gates every year, so we thought we could build and rent retail space, at a reasonable price, and they could sell their products to our customers."

The launch of Bangkok World was designed to solve another challenge as well: seasonal attendance. Siam Amazing Park is open year-round, but locals tend to visit during school holidays and on weekends. By building a tourist attraction, the park could expand its target market and create a steady inflow of visitors.

Siam Amazing Park's water park is popular for its relaxing nature.

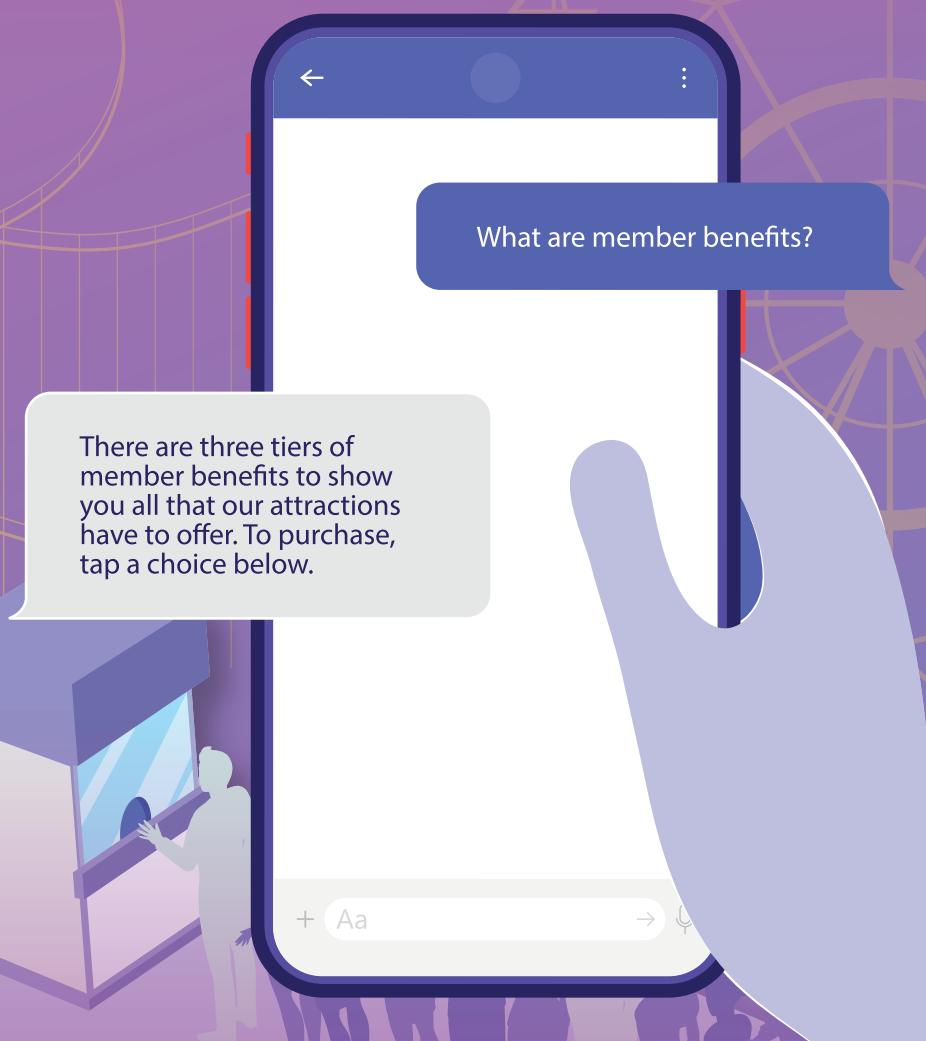
Siam Amazing Park glows at dusk.



SIAM AMAZING PARK



# Redefine Visitor Engagement with AI Chat



**Answer guest questions  
automatically, consistently, 24/7**

**Learn more at [SatisfiLabs.com](https://SatisfiLabs.com)**





SIAM AMAZING PARK

## Thailand's Treasures

Thailand's attractions industry is largely segmented into two target markets: locals and international visitors—though the lines have blurred over the past few years. The choice of which group to target dictates decisions about content, branding, and pricing.

Consider the food options at Vana Nava and Andamanda water parks, both of which are owned by Proud Group Real Estate. Vana Nava's guests are largely local weekenders from Bangkok. Andamanda, on the other hand, attracts an international crowd composed of visitors from Saudi Arabia, Russia, and Australia.

"Thailand has some of the most amazing food, for the best cost, at street vendors. So, at Vana Nava, we've really kind of catered to that. Instead of having sit-down restaurants or offering the typical hotdogs and hamburgers, we have a lot of smaller kiosks, with dishes like grilled pork on a stick with sticky rice," explains Lois Robbins, who served as the company's director of operations until a few months ago, when she moved to Dubai to take up a new post.

At Andamanda, the food and beverage offerings are more international—halal chicken wraps, breaded chicken cutlets, pizza, and Häagen-Dazs. Doughnuts, ice pops, and other snacks themed to look like the park's mascots are also popular. Andamanda has

also successfully vanquished single-use plastic—a difficult feat to achieve in a market where buying plastic water bottles and drinking with straws is common. The attraction now distributes rice-made straws, which hold up well in both hot and cold temperatures, as well as stations that offer refillable water bottles.

Andamanda's mascots—the underwater blue dragon deity Nagon; the Muay Thai hero Chaiya; the beautiful Kinnaree Nora—are all steeped in Thai mythology. There is a strong element of being "proudly Thai" in almost every park in Thailand, both in front and behind the scenes. The show at Siam Niramit Phuket, for example, was developed almost entirely in-house. "To do a big stage production, usually you need to bring in specialists from foreign countries," notes Pannin. "I am proud that our whole team is Thai."

## New Opportunities

While international flights and tourist numbers have yet to return to their pre-pandemic levels, several parks are still expanding. At Ramayana, a 35-million-baht zone with body slides, a 3-meter-deep landing pool, hanging wall, wiggle bridge, and cliff diving tower is scheduled to launch in time for Songkran, the Thai New Year holidays, in April 2024. The park also opened a new \$240,000 kiddie play area in October with slides for children aged 5 and below.

"We need to have more excitement for our guests. Competition in Thailand is high," says Ramayana Water Park's Galeazzi. "To be a leader in the market, we have to always invest to ensure that guests keep coming back."

Other attractions are expanding as well. Vana Nava is building condos next to the park and upgrading its lazy river. San Francisco-based Ballast has also enhanced Vana Nava's virtual reality Master Blaster.

While existing parks are expanding, the Thai attractions landscape may not currently be ready for new parks.

"I receive a lot of requests from friends who want to add an attraction to a shopping mall, hotel, or property development," notes Wuthichai. "As the housing and retail markets grow, you will see a lot more attractions. I don't foresee many new stand-alone attractions, though." **FW**



RAMAYANA WATER PARK



**IAAPA**  
EXPO ASIA

**Mark your calendar** and plan to attend IAAPA Expo Asia in Bangkok, Thailand, May 27-30, 2024. Many of the attractions highlighted in Funworld will be part of tours for expo attendees. Learn more at [IAAPA.org/Expos](https://iaapa.org/Expos).





UNIVERSITY OF NORTH CAROLINA  
**SCHOOL OF THE ARTS**

#RiseToGreatness

# SHARPEN YOUR CRAFT

UNCSA IS AT THE FOREFRONT OF SHAPING  
TOMORROW'S GLOBAL ENTERTAINMENT LEADERS.

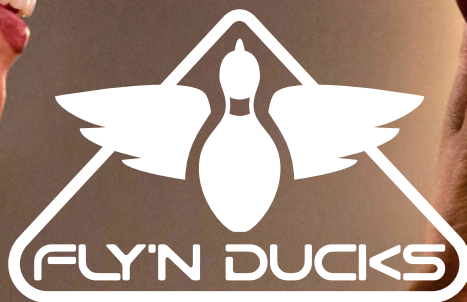
DANCE **DESIGN & PRODUCTION** DRAMA FILMMAKING MUSIC

[UNCSA.EDU/DNP](https://UNCSA.EDU/DNP)



QUBICAAMF

IAAPA  
2023  
BOOTH  
1340



**Fly'n Ducks** *It's Bowling in Your Space*



A flexible footprint that fits in most venues without sacrificing space.



The ability to maximize profits by automatically adjusting pricing based on demand



Frees up employees with pay at the lane options



Game operations that are simple and require no lane conditioning, special shoes, or ball sizes



AND higher revenue for your center





# The Stars of SAN ANTONIO

## FEC OPERATORS SHARE THEIR STEPS TO SUCCESS

*Story and photos by Mike Costello*

AS THE SAYING GOES, “EVERYTHING IS BIGGER IN TEXAS.” San Antonio is not only known for its rich history and cultural heritage, but also for the diverse range of family entertainment centers (FECs) that dot its landscape. From thrilling adventures to mind-bending mazes and unique interactive experiences, these attractions present a living catalog of ideas and innovation.

Funworld offers a look at 10 select FECs where skilled operators have perfected their best practices, many of which will open their doors to attendees of IAAPA FEC Summit in San Antonio, Jan. 21-23, 2024.





# THE AMAZING MIRROR MAZE



LOCATED JUST STEPS AWAY FROM THE ALAMO sits The Amazing Mirror Maze. Operated by Phillips Entertainment, the facility packs six attractions onto three floors of a historic 1800s storefront building. Inside the century-old, remodeled building, visitors will find modern takes on classic mirror mazes with the use of new technologies, escape rooms, and exhibits tailored to children of all ages.

## AVOIDING ROOKIE MISTAKES IN TALENT ACQUISITION

American football is big in Texas. President, CEO, and third-generation family business owner Davis Phillips speaks in football terms when talking about staffing. Early in Phillips' career, he felt inclined to hire people he liked without further consideration of their unique capabilities. "What I've realized is there's a lot of different personalities and strengths and weaknesses and placing people in the right position for them to be successful is critical," Phillips says. "Don't ask your all-star left tackle to be your wide receiver."

## ENHANCING COMPANY CULTURE AND STAFF RETENTION

Cultivating a healthy company culture and how it relates to success comes down to one thing for Phillips: family values. "We're a family business that treats people like family," Phillips explains, "but we don't run it like a family business. It's run to

make money." He continues that when his family members worked for the company, they had to work the same schedule, received the same pay, and were held to the same expectations. "There's no shortcuts. In fact, my son, I invited him to work elsewhere after a while, because if we let him get away with not doing what he's supposed to do, how can we ever have anybody else buy into our culture?"

Phillips believes an environment of trust is paramount. He offers this advice to other FEC operators: "If you treat people right and you pay them well and you have the right culture, they'll stay with you," says Phillips, who also offers paid bonuses and organizes staff parties to convey additional gratitude to his hardworking employees. He is proud that these initiatives have proved effective, best displayed by how one of the company's former vice presidents who started with Phillips Entertainment in the 1970s just recently retired from the company.

**THE AMAZING  
MIRROR MAZE**  
217 ALAMO PLAZA  
SAN ANTONIO, TX 78205  
[amazingmazes.com](http://amazingmazes.com)



# AUTUMN FUN FOR VISITORS

Capture their memories with  
custom souvenirs

- PATCHES
- MAGNETS
- LAPEL PINS
- DIE-CUT STICKERS
- BEANIES OR CAPS  
WITH PATCHES
- T-SHIRTS
- ...AND MORE



*Call or Click today!*

[www.impulsesouvenirs.com](http://www.impulsesouvenirs.com)

253.428.0096





# ANDRETTI INDOOR KARTING & GAMES SAN ANTONIO



A HAVEN FOR THRILL-SEEKERS AND RACING ENTHUSIASTS, Andretti Indoor Karting & Games features electric go-karts, arcade games, laser tag, a bar, and a restaurant themed to food trucks. Andretti's success lies in a robust and elevated food and beverage (F&B) department that plays an integral part in its impressive group sales, meetings, and events program. With high-end meeting and event spaces that resemble hotel convention center ballrooms, Andretti's group sales business stays busy booking groups and tailoring events to fill the customer's needs.

## CLEANLINESS AND MAINTENANCE STANDARDS

Liliana Zamfirescu, general manager of Andretti San Antonio, says FEC operators need to make a commitment to maintaining high cleanliness standards, while underscoring the importance of facility maintenance. "Continuous efforts are invested in keeping our facility in impeccable condition," she emphasizes. This involves regular cleaning, repair, and maintenance walks to identify any issues promptly. The business allocates budgetary resources for replacement and repair, ensuring that equipment—such as games,

carpeting, and kitchen equipment—remain in optimal condition. By adhering to these standards, Zamfirescu says her facility can create a consistent positive customer experience, enhancing its reputation and driving repeat business.

## THE VALUE OF EMPLOYEE INVOLVEMENT AND DEVELOPMENT

Andretti navigates the challenges of rising inflation and staff retention by actively involving employees in the decision-making process and providing opportunities for growth. The operator has found this fosters a sense of ownership, leading to higher job satisfaction, increased loyalty, and reduced turnover rates. Furthermore, investing in employee development through training programs and workshops demonstrates a commitment as an employer to their long-term success and well-being. Andretti uses an in-house online platform—Andretti University—for training and development. Staff log in to view companywide memos. The system is adept and alerts managers which employees have not viewed the memo, ensuring all team members are constantly in the know or trained of any new policies or procedures.

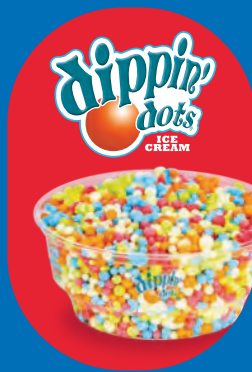
### ANDRETTI INDOOR KARTING & GAMES SAN ANTONIO

5527 N LOOP 1604 W  
SAN ANTONIO, TX 78249

[andrettikarting.com/sanantonio](http://andrettikarting.com/sanantonio)



# FUN SERVED HERE



**J&S SNACK FOODS**  
CORP.

Few companies can say they delight  
generations of consumers every day — *but we can!*

From sweet to savory, our exciting snack brands are recognized  
and adored in the most fun places around the globe.

---

FOR MORE INFORMATION ON THE WORLD'S FUNNEST SNACKS AND FROZEN BEVERAGES,  
PLEASE CONTACT US AT [MARKETINGCOORDINATOR@JJSNACK.COM](mailto:MARKETINGCOORDINATOR@JJSNACK.COM).

[WWW.JJSNACK.COM](http://WWW.JJSNACK.COM)





# RIPLY'S BELIEVE IT OR NOT!



FOR THOSE FASCINATED BY THE ODD and extraordinary, Ripley's Believe It or Not! is a must-visit attraction. This FEC showcases an extensive collection of wax figures inside Louis Tussaud's Waxworks, as well as bizarre artifacts and exhibits from around the world that include shrunken heads to mind-boggling illusions. Ripley's offers an educational and artistic experience that will leave visitors of all ages amazed and inspired.

## DELIVERING EXPECTATIONS

Gianna Benamati, general manager of San Antonio Ripley's, explains that the attraction has found it needs to continuously evolve to meet guest expectations. As teens and young adults become a larger set of the business, Ripley's adapts to the guest's desire for interactive and immersive experiences. Ripley's recently added a new exhibit—Ripley's Illusions Lab—where younger visitors tend to spend more time capturing and posting pictures. "All of these are photo ops, and that's what they're interested in right now," Benamati explains.

## COST CONTROL, MAINTENANCE, AND TEAM COLLABORATION

Ripley's constantly evaluates expenses, seeking ways to save without compromising quality.

"We're always trying to see what we can do in-house to save money and think outside of the box constantly where we can save but not cut back on the quality. We try to do a lot of work together in-house as a team." Waste, controlling costs, equipment replacements, and maintenance expenses are carefully

budgeted to ensure the company can sustain its operations effectively by adopting a proactive approach. For example, Benamati explains that for carpeting specifically, they try to refurbish one gallery or room a month. "I'll pick a room and we'll budget it instead of doing it all in one month. You can spread it out."

In addition, Benamati says that the headquarters office of Ripley's empowers their local teams to think creatively and contribute ideas for cost-saving measures. "Our corporate office's accounting team plays a crucial role in supporting our efforts, ensuring that our budgets align with our goals and objectives. Regular brainstorming sessions and collaboration with the marketing team allow us to explore innovative promotional strategies and identify potential partnerships." By involving staff in maintenance tasks such as laying carpets, Ripley's fosters a sense of pride and ownership, enhancing the overall experience for both visitors and staff.

When severe weather hit Texas in 2021, resulting in record-breaking freezing temperatures, pipes froze which resulted in flooding at the location. Once the building was dried out, the corporate design and development team came to the San Antonio location to train staff on how to install new carpet tiles. "It gives you a sense of pride too. When the youngest generation came, they were not too excited to be laying carpet [tiles]," Benamati laughed, but continued that when the team was finished and walked through the space, they felt a sense of accomplishment.

"It's like, 'I feel so proud in here. Look how good this carpet looks!'" she says of the team effort.

## RIPLY'S BELIEVE IT OR NOT!

301 ALAMO PLAZA  
SAN ANTONIO, TX 78205

[ripleys.com/sanantonio/](http://ripleys.com/sanantonio/)





# ANY SPACE CAN BE PROFITABLE

FIND OUT HOW IN BOOTH 400 AT IAAPA



PLAYER ONE  
AMUSEMENT GROUP™

[WinWithP1AG.com](http://WinWithP1AG.com)





# SANTIKOS ENTERTAINMENT CIBOLO



JUST OUTSIDE THE CITY LINES, Santikos Entertainment Cibolo offers a state-of-the-art cinema experience that brings theaters to the next level with multiple screens, comfortable seating, and dine-in movies. The entertainment center also boasts a variety of arcade games with a redemption center, Lasertron Laser Tag, and a restaurant with fresh fired pizzas and signature drinks.

## MINIMIZING PRICE INCREASES

Rising inflation has impacted family-owned businesses, like Dave Fonseca's, the general manager of Santikos. He tells Funworld that while there may be challenges with rising F&B costs, the entertainment side of Santikos has withstood the pressure. He

believes that even when people are pinched financially, they still see value in spending their money on leisure activities.

"I think we would not like to do as many price increases," he says.

Santikos explains that while the movie theater industry may raise prices twice a year per industry norms, Santikos Entertainment Cibolo raised arcade prices and ticket costs only once in the past six years. He admits that some costs, such as plush toys, have risen, but he believes that the redemption side of the business compensates for it, even with the company's commitment to only buying licensed plush prizes—a more elevated offering compared to generic ones.

## SANTIKOS ENTERTAINMENT CIBOLO

18124 I-35 N  
NORTH CIBOLO, TX 78108

[santikos.com/san-antonio/cibolo/theater-info/](http://santikos.com/san-antonio/cibolo/theater-info/)



**Custom Theming**

**Lagotronics Projects®**  
Creating Unforgettable Memories

**Dark Ride Experience**



**Large Capacity**

**GameChanger**  
ULTIMATE ROTATING GAMING PLATFORM

**Small Footprint**





# ROUND 1 BOWLING & AMUSEMENT



LOCATED IN THE NORTH STAR MALL, Round1 Bowling & Amusement combines the classic fun of bowling with a wide range of arcade games and activities. This center features bowling alleys, billiards, karaoke rooms, trampolines, a soft play zone for children, trampolines, and an extensive selection of arcade games. Round 1's bowling lanes are Spark—a product of Brunswick—that incorporates hardware automation and advanced laser projection for a more immersive themed experience. An in-house quick-serve restaurant keeps guests satisfied while alleviating the need for guests to leave the attraction to dine at the mall's food court. Round1's competitive edge is its Mega Crane Zone—a massive spread of 150+ claw games with exclusive prizes that have fans spending hours of their day to win, while also returning in search of the next product release.

## NAVIGATING SHIPPING AND INFLATION

Round 1's general manager, Stephanie Newman,

shares rising inflation effects everything: from the delivery of food products to receiving prizes from international shippers. "We've seen it with certain food prices; chicken is harder to get and it's more expensive," Newman explains. She says increased shipping costs for redemption prizes hit harder since the products are exported from Asia, arrive by boat to ports in California, and then are transported by ground to Round1's various locations.

Round1's strength in combating the rising costs helps maintain the company's commitment to exclusive pricing, particularly in its claw machines and redemption program. Newman explained that most of their prizes are of the Rilakkuma brand through Aliquantum International (AQI), while they order a lot of their figurines from the Clever Idiots company. The popularity of the Rilakkuma brand successfully impacts Round1's booming Super Claw business. "They have all different variations of those and pretty much anything that we get will go really fast," shares Newman.

### ROUND 1 BOWLING & AMUSEMENT

7400 SAN PEDRO AVE.  
SAN ANTONIO, TX 78216

[round1usa.com/](http://round1usa.com/)





# Vermolen rides

the world of themepark-attractions

## IAAPA EXPO

Between Nov. 14 and Nov. 17 2023 we are in Orlando, FL, US  
You can visit us at Booth # 4624



**OUR TEAM IS AVAILABLE TO DISCUSS THE MANY OPPORTUNITIES FROM OUR WIDE VARIETY: Nostalgic Carousels, Themed Carousels, Wave Swinger, Family Rides**  
(Wave Boat Ride, 6m Ferris Wheel, Turntable Carousel, Monorail)

In addition to fabulous carousels, we design and manufacture several other family rides. These are also custom designed on clients request. One of our family rides is our Wave Swinger, that is available in various different diameters.

For generations our carousels are famous for the exquisite and skill full wood carving of the panels and carousel animals. However all hand carved wood panels and wooden carousel animals can be delivered in laminated fibreglass

Our clients can depend on the highest standard in quality, safety and service. From sustainable hard wood carved carousel till the most innovative family rides, tower rides and Ferris wheels.

**Wooddesign Amusement Rides BV - 5203 DJ 's-Hertogenbosch - The Netherlands**  
**rides@wooddesign.nl - [www.wooddesign.nl](http://www.wooddesign.nl) - +31736570505 +31642604479**





# AR'S ENTERTAINMENT HUB SAN ANTONIO



LOCATED INSIDE THE WONDERLAND OF THE AMERICAS shopping mall, AR's Entertainment Hub provides a wide range of interactive experiences. From laser tag and virtual reality adventures to board games and LAN gaming, AR's caters to both casual gamers and avid enthusiasts. Also included in the facility are a bar and restaurant, a roller skating rink, mini-golf, blacklight mini-golf, billiards, and an extensive soft play area for AR's youngest guests, complete with its own viewing area that allows parents the ability to relax and watch their children play. With its diverse range of activities, AR's Entertainment Hub casts a wide net attracting families, friends, and corporate groups seeking engaging experiences.

## HIGH END FOOD ON A BUDGET

AR's Entertainment Hub General Manager Archie Wright explains the importance of having good food at great prices. "We have food—people say high-end food—but not at high-end prices. We want people to be able to come here to enjoy themselves. Then if they get hungry, come over here and have something affordable to feed themselves or to feed the kids," Wright tells Funworld. For those seeking a refreshing beverage, AR's offers a selection of beer, wine, frozen drinks, and its signature "AR's Lit" cocktail, specifically designed by AR's owner.

The success of AR's Entertainment Hub is the placement of multiple party rooms that make up and support a strong group sales business—named AR's

Party Hub—located right in the middle of the venue's attractions. AR's hosts 30 birthday parties throughout the weekend. The creatively decorated rooms are equipped with large-screen TVs and Bluetooth connectivity that allows attendees to stream what they want.

## MINI-GOLF AUTOMATION AND TECHNOLOGY

At AR's mini-golf experience, game check-in is automated with the use of an automated ball and club dispenser at the course's entrance. This saves the operator on staffing needs and costs. Golfers start playing with the swipe of their admission card before navigating two independently themed, nine-hole courses that utilize black lights and projections.

## PRICING FOR VALUE

Wright explains the operator places an importance on AR's mission of affordability. "You want to come out and have a good time without having to worry about spending your entire paycheck." To create the sense of value, AR's offers a bundle option named AR's Big Deal, which grants guests access to all attractions for up to five hours of unlimited play. Priced at \$27.99 per person, the bundle includes added benefits. For instance, guests who opt for the package are entitled to two free games on the virtual reality (VR) set. With each VR game typically priced at \$6, this means guests are already saving \$12 just on the VR games alone.

## AR'S ENTERTAINMENT HUB

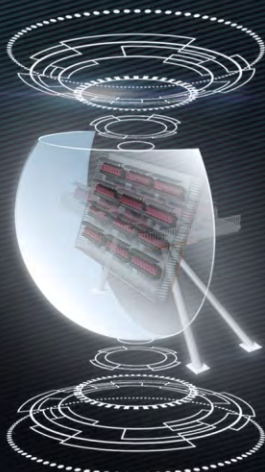
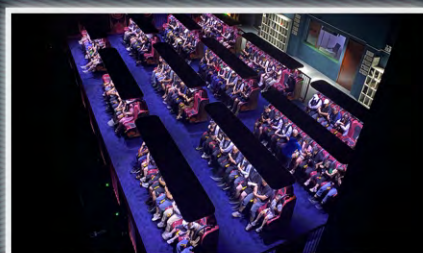
4522 FREDERICKSBURG RD  
B100  
SAN ANTONIO, TX 78201

[arsentertainmenthub-  
sanantonio.com/](http://arsentertainmenthub-sanantonio.com/)

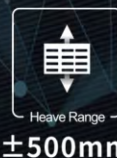


**FLIPPING TYPE**

**FLYING THEATER**



FX-96A Flipping type Flying Theater, adopts a multi-freedom dynamic seat structure, a giant screen 8K film, and television picture, and a variety of sensory effects, leading the visitors to experience the excitement as if soaring in the air, and creates an immersive amusement tour for the tourists to create a thrilling, vibrating, and exciting experience.







# SAN ANTONIO'S INCREDIBLE PIZZA COMPANY



SAN ANTONIO'S INCREDIBLE PIZZA COMPANY offers a unique “pay one price” dining and entertainment experience. Incredible Pizza features a buffet-style restaurant with seating and group outing options in several uniquely themed dining halls or private dining rooms, with a variety of food options. With an array of amusement park rides, classic arcade games, go-kart tracks, mini-golf, and mini-bowling, guests enjoy a variety of experiences, just steps away from the buffet line.

## SAN ANTONIO'S INCREDIBLE PIZZA COMPANY

2015 SW LOOP 410  
SAN ANTONIO, TX 78227

[incrediblepizza.com/](http://incrediblepizza.com/)

## RETAINING MOTIVATED STAFF

Joseph Martinez, general manager of Incredible Pizza, says the FEC has implemented several programs, including incentives like scratch-off lottery tickets for their team members, where they can win a \$5 to \$20

cash prize. Additionally, the business pays an extra dollar per hour to employees working on weekends. These initiatives not only boost staff morale, but also contribute to better customer experiences, ultimately leading to increased customer loyalty.

## MAXIMIZING PROFITS THROUGH STRATEGIC UPSELLING

Incredible Pizza successfully utilizes upselling techniques, particularly during birthday parties, to enhance profitability. Martinez explains FECs that incentivize guests to book during slower periods can optimize their revenue generation. This strategic approach not only benefits the business, but also provides guests with a higher level of service—and an enhanced party experience.





# YOUR TUBING SOLUTION

MORE THAN 2300 INSTALLATIONS WORLDWIDE

**IAAPA ORLANDO BOOTH 4608**



[www.neveplast.it](http://www.neveplast.it)

**\* tubby**  
neveplast





## OTHER NOTABLE FECS



### LIGGETTVILLE ADVENTURE CENTER - SAN ANTONIO

Branding itself as an indoor playpark, Liggettville Adventure Center offers rock climbing and ropes courses within the Shops at Rivercenter's main shopping mall corridor, utilizing limited floor space, as well as second- and third-story space high in the area above the mall's pedestrians.

When asked about the effects of raised inflation on their business, Liggettville General Manager Dave Koh explains that inflation has not affected his business negatively. The attraction's location in a shopping mall corridor means little need for maintenance, beyond Liggettville's own climbing equipment.

849 E COMMERCE ST SUITE 425  
SAN ANTONIO, TX 78205  
[liggettville.com/](http://liggettville.com/)



### DINO SAFARI SAN ANTONIO

Offering an immersive journey into the prehistoric era, Dino Safari San Antonio is located within the Shops at Rivercenter, next door to the Alamo. Visitors can embark on a walkthrough adventure to witness life-sized animatronic dinosaurs in recreations of their ancient habitats, combining education and entertainment.

The attraction utilizes space in the shopping mall that could be viewed as unattractive to retailers. Located down a flight of stairs, the shopping mall may be hard-pressed to find another tenant. In addition, Dino Safari effectively utilizes the sets from a previous attraction in the space that was Alamo-themed. This helps ground the attraction in the local history, while being cost-effective in its reuse of the scenery.

849 E COMMERCE ST #623  
SAN ANTONIO, TX 78205  
[dinosafari.com/plan-your-visit-san-antonio-tx](http://dinosafari.com/plan-your-visit-san-antonio-tx)



### ALTITUDE TRAMPOLINE PARK

Altitude Trampoline Park offers a thrilling experience for visitors of all ages. This indoor trampoline park features interconnected trampolines on multiple levels, viewable from the entry lobby to the balcony above. A snack bar, foam pits, dodgeball courts, and a dedicated toddler zone complete the mix of activities.

110751-10 #126  
SAN ANTONIO, TX 78230  
<https://www.altitudesa.com/>



Registration for IAAPA FEC Summit 2024 taking place Jan. 21- 23, 2024 in San Antonio, Texas, is now open. Visit [IAAPA.org/FECsummit](http://IAAPA.org/FECsummit) to register today.

In addition to the networking and education sessions that highlight IAAPA FEC Summit, this IAAPA Connections event is a prime opportunity to tour and experience a wide variety of attractions of interest to FEC owners and operators.





# LUCKEY®



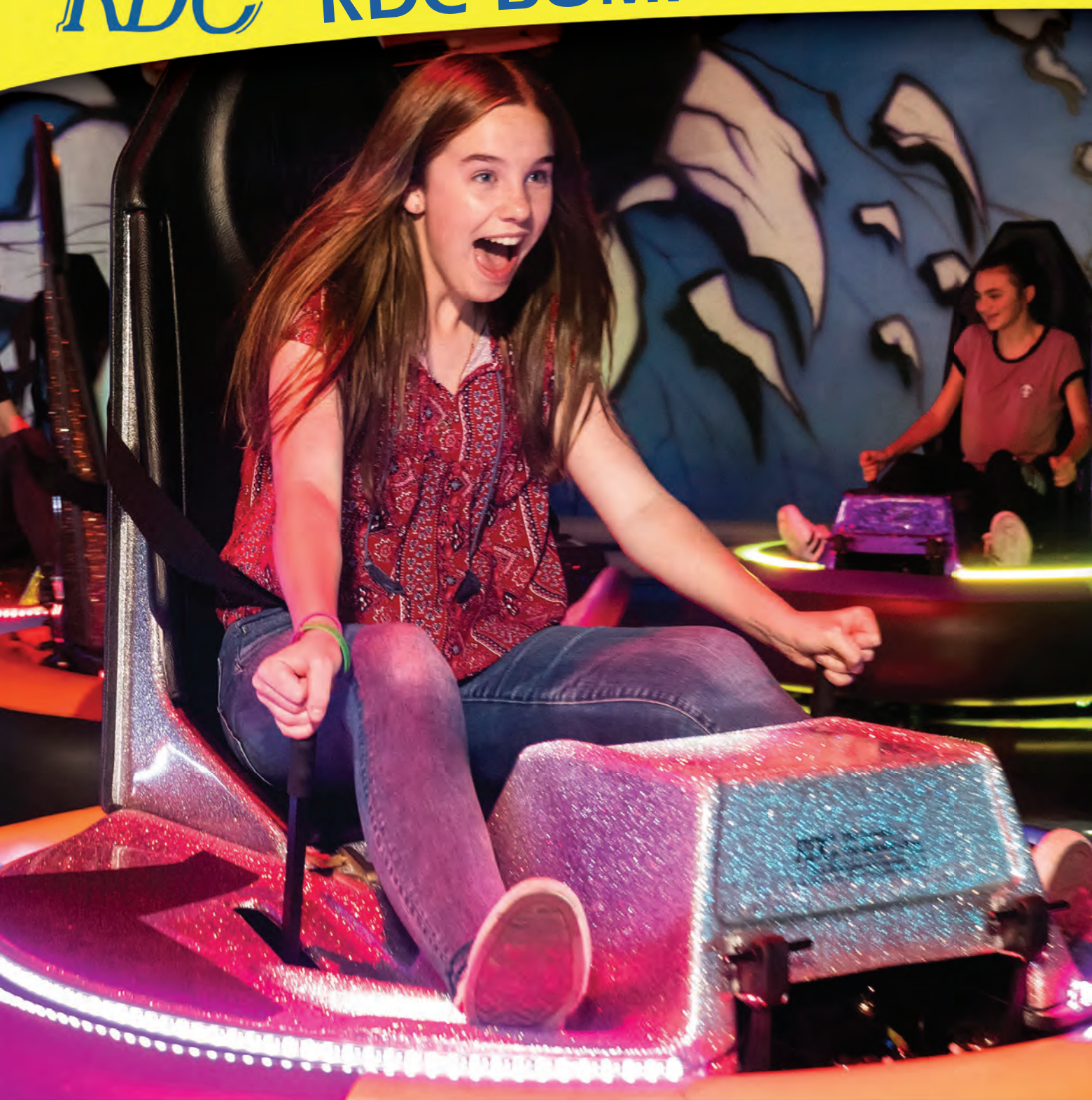
www.luckeyclimbers.com





# RDC

# RDC BUMPER CARS



## Small Footprint. Big Profits.

- ▶ 30+ Years of Engineering Excellence
- ▶ Serving more than 45 States and 29 Countries
- ▶ The Leading Bumper Car Manufacturer in the U.S.A.
- ▶ Built to Last / Low Maintenance
- ▶ Proven ROI
- ▶ Electric Floor / Battery Power / Gasoline
- ▶ Indoor or Outdoor



# The Leader...The Reliable One.



Visit Us At  
**IAAPA**  
Booth #  
**2624**

## RDC

[www.bumpercar.com](http://www.bumpercar.com)

Ride Development Company • P.O. Box 40 • Independence, OR 97351 • USA  
PH 1-503-606-4438 FAX 1-503-606-4436 EMAIL [sales@bumpercar.com](mailto:sales@bumpercar.com)

MEMBER: IAAPA, RSA, BPAA, WWA, AIMS





# PLAYBOX

One **Arcade** Platform, Multiple **High Quality** Games

VISIT US AT  
**IAAPA**  
EXPO 2023  
Orlando | Nov 14-17  
Booth 429

Top Grossing  
Attraction  
in Locations

## Immersive Ball-Toss Fun

NEW



NEW



W: 102"  
D: 115"  
H: 91"

W: 35"  
D: 79"  
H: 94"

Revamped & Striking  
New Design

Improved Structural  
& Operational Efficiency

Enhanced Gameplay  
& Customer Satisfaction

2, 4 & 6 Players  
Formats Available



High Revenue,  
Fast ROI



Easy Setup  
& Mobility



Live Data  
Management  
Tools



Turnkey Compact  
Attraction



No Attendant  
Required



Redemption  
Enabled



New Game Released  
Every Year

## IAAPA Official Launch Discount Available!

**Salim Sabbagha**

VP Sales & Business Development

Sales@playmind.com

+1 (514) 774-6121

## PLAYMIND

playmind.com



The background of the page is a vibrant green, featuring a collage of various tropical leaves. On the left, there are large, deeply lobed leaves resembling a Philodendron. On the right, there are long, pointed leaves with prominent veins, possibly from a banana plant. The leaves are layered and overlap, creating a lush, jungle-like atmosphere. The central text is set against a solid, bright yellow-green rectangular background that contrasts with the darker green foliage.

# CREATING KATMANDU

New Latin America  
theme park  
launches a fresh  
business stream for Falcon's

---

*by Arthur Levine*

*All images by Falcon's Beyond*

---

When visitors approach the entrance to Katmandu Park, which opened earlier this year in Punta Cana on the easternmost tip of the Dominican Republic, they are greeted by a yeti standing in front of an ornate building that is flipped on its roof. The chaotic scene helps set the stage for the story that unfolds within the park, and the topsy-turvy edifice is an apt metaphor for the unique park and adjacent hotel. The integrated destination resort just may turn industry expectations upside down and serves as a model of how designers can forge a partnership and become operators.



## A NOVEL PARTNERSHIP

The story of Katmandu Park in Punta Cana begins on another island on the opposite side of the Atlantic. On the Spanish island of Palma in the Balearic Sea, the Katmandu Group operates a small theme park in Majorca, Spain. During a joint venture with Meliá Hotels International, the lodging chain discovered that the modest park helped to dramatically boost room occupancy at its adjacent property. Katmandu and Meliá reasoned that if they could achieve success with a small hotel in Majorca, they could make an even greater impact with some of Meliá's larger, signature resorts. This realization inspired them to approach Falcon's Beyond as a third-party vendor in 2021 to help develop a world-class park in Punta Cana.

"Very quickly, it became obvious our cultures were aligned," says Daryl White, Falcon's vice president for global licensing and business development. The companies decided to evolve from a client-vendor relationship to a true partnership. "It's every attraction designer's dream to own a park," White notes, adding that it was a dream come true for the Katmandu folks as well. "Everything you want to do creatively as an owner/operator is now at your fingertips. It was a great solution."

What they developed can be classified in the attractions industry as a "micro park:" spanning a mere four acres, but nonetheless, packs in cutting-edge attractions. (Falcon's refers to as its "big experience, small footprint" philosophy.)

The interactive EtherQuest walkthrough attraction sends guests on a group mission to eradicate nefarious ghouls using projection mapping and novel tracking devices. While experiencing EtherQuest and Challenge of the Mad Mage, guests can keep

Rendering of  
Katmandu  
Park's entrance.

## KATMANDU HIGHLIGHTS

Among the highlights are three attractions that feature ride systems from Oceaneering:

- The 4D flying theater ride—named Voyage of the Fathom Wanderer—sends passengers plunging down into the sea, where odd creatures reside.
- Legend of the Desirata incorporates roving motion base vehicles for a 4D dark ride journey to a mysterious Nepalese village. Kraftwerk Living Technologies contributed to this attraction, as well as Voyage of the Phantom Wanderer.
- Challenge of the Mad Mage pits guests against one another and marauding chess bots as they fire away at the menacing automatons and score points.





[contact@falconstreehouse.com](mailto:contact@falconstreehouse.com)

Scan the QR code to learn more!



- Theme Park Design • Master Planning •
- Attraction Design •



- Attraction Media • Interactives •
- Software Development •



FALCON'S  
**CREATIVE**<sup>™</sup>  
GROUP

BOOTH  
**#1073**



FALCON'S  
**LICENSING**<sup>™</sup>



EXPERIENCE



**ON!X**<sup>™</sup> **THEATER**

**AT OUR BOOTH!**

An All-New Real-Time Interactive 4D Theater Experience

Contact Us: [sales@falconsbeyond.com](mailto:sales@falconsbeyond.com)

© 2023 Falcon's Beyond. All Rights Reserved.

Scan the QR code to learn more!





## "Katmandu is no longer just a theme park. It's a holistic brand."

— Daryl White, Falcon's

track of their scores by tapping the bracelets that Katmandu issues participants. The bracelets also serve as digital tickets to access the attractions at the free-admission park.

Rounding out the park is an interactive climbing structure, a ropes course and a giant swing supplied by KristallTurm, a carousel from Concept 1900, and two mini-golf courses along with shops and dining spots. Nearly everything is indoors, which frees Katmandu of inclement weather concerns.

### MORE THAN THEMING

Designed with a compelling blend of Himalayan and steampunk influences, the Katmandu narrative, which is an original to Katmandu intellectual property (IP), ties everything together at the park. Featuring a whimsical band of characters, Falcon's leverages the franchise with merchandise, an animated series that is planned for release in 2025, and the recently launched BeyondMe gaming platform. Guests can get a sense of Katmandu's breadth by participating in BeyondMe, which allows them to choose a personalized digital avatar, earn virtual currency, and spend the currency known as XP while at the park and hotel.

"Katmandu is no longer just a theme park," White says. "It's a holistic brand."

The nearby 432-room Falcon's Resort by Meliá is the first hotel to carry the attraction company's name. An upscale, all-suite, all-inclusive property, it exemplifies the high quality and level of service for which Meliá is renowned. In tandem with the park, the hotel complex represents what Falcon's refers to as "resortainment."

So, is the idea that the park drives occupancy at the hotel, or that the hotel drives park attendance?

"It's at the intersection between the two," asserts Simon Philips, president of Falcon's. While on-site resort guests receive complimentary admission to the attractions, the park is open to visitors who vacation in the resort town, which has upwards of 45,000 hotel rooms. The attraction is not designed to compete with the beach or other existing amenities, but to complement them. Having a standalone marketable attraction differentiates the

Katmandu Park is located in close proximity to Falcon's Resort by Meliá, allowing for hotel occupancy and park attendance to fuel one another.





We've saved our clients more than  
**\$250 MILLION**  
in credit card processing fees  
without switching processors!



Find out how much we can  
save your business with a  
free ANALYSIS!

PROUD PARTNER OF



[merchantadvocate.com/iaapa](https://merchantadvocate.com/iaapa)







The innovative EtherQuest walkthrough attraction sends guests to battle ghouls with lantern devices. Guests can track their scores by tapping their Katmandu-provided bracelets at the end of the experience.

resort and offers a persuasive reason to stay there. “There’s a symbiosis between the hotel and the park,” Philips adds.

The Punta Cana resort opened in 2018 and is part of a 300-acre Meliá campus that includes four other hotels totaling 2,271 rooms. The property was rebranded Falcon’s Resort by Meliá earlier this year.

## A GRANDER VISION

In 2024, Falcon’s Central, an entertainment, dining, and retail hub, is scheduled to open adjacent to the theme park and will complete the company’s vision for what it considers a Falcon’s Beyond destination. The hub will serve as a template for future

locations, including projects under development in Tenerife, Canary Islands, and Playa del Carmen, Mexico.

White says that Meliá, which has about 400 hotels in 40 countries, is ideally suited for the rollout of the projects. “They know the markets, they have the infrastructure and connections, and they have the land. We couldn’t ask for a better partner,” he notes.

The micro parks, Philips adds, are the appropriate size and scale for Falcon’s to develop and operate. The goal is not to bring in millions of guests each year as might be the case at larger parks.

“When we look at location-based entertainment, there are parks of massive scale around the world,” he says. “They are destinations in their own right.” Falcon’s, however, is targeting established tourist strongholds, mostly all-inclusive beach resorts like Punta Cana, that have existing foot traffic. Visitors to the Caribbean island stay about seven nights on average and are looking for things to do. “They are coming for reasons other than going to a theme park,” according to Philips. “But our parks will be an enhancement for them.”



# Turn lost items into revenue



## MAXIMIZED REVENUE

Daily, thousands of items are offered to millions of customers, through a retail destination store, online marketplace, and wholesale channels.



## SECURE E-CYCLING

Electronics are handled with the highest security DOD and R2 certifications and refurbished to their best-selling condition.



## SUSTAINABILITY

Items are given a second life through sales or donations, keeping them out of landfills.



To learn more...

Come see us at **IAAPA Booth 3503**

Email us at [lostandfound@unclaimedbaggage.com](mailto:lostandfound@unclaimedbaggage.com)



## REORGANIZING FOR TOMORROW

The Katmandu parks and Falcon's Resorts by Meliá represent a major expansion for Falcon's Beyond. The company continues to serve as a consultancy for other clients through its Falcon's Creative Group division, which includes the design and media divisions. Yet, becoming a partner with a resort operator gave the company an opportunity to look at its overall business strategy and create new lines of business. The newly created Falcon's Beyond Destinations oversees the portfolio of resort hotels, theme parks, retail, dining, and entertainment complexes that launched with its Punta Cana location. Also under the corporate umbrella is Falcon's Beyond Brands, which incorporates homegrown and external IP for a variety of clients. Senior leadership, headed by Cecil Magpuri, CEO, and Scott Demerau, executive chairman of the board, guided the restructuring.

"Cecil and Scott always had a vision to do something that hadn't been done before, or even attempted," says White. "They wanted to create a vertically



integrated entertainment powerhouse that activates intellectual properties across multiple physical and digital lanes simultaneously." His advice to other companies considering major expansions? Bring in the best team possible, and don't be afraid to reach outside the organization. Develop a solid plan and keep the faith. "It can be scary, but to quote an old saying, fortune favors the bold," White adds.

"We want to be defined by the experiences you have," Philips says, referring to Falcon's Punta Cana resort and park. "It has to deliver on our promise of world-class immersive experiences that are truly unforgettable." **FW**

Voyage of the Fathom Wanderer, a flying theatre by Falcon's Creative Group and Oceaneering, brings guests on a journey to the depths of the ocean.

# VR ESCAPE ROOMS

7 full 45-minute games  
2 - 5 players  
Fits in 15 x 18 foot space  
Territorial exclusivity



## NEW GAME REVEAL!

Exclusive showcase of our upcoming VR spectacle  
IAAPA: Nov 14 @ 2pm

## VISIT OUR IAAPA BOOTH!

Demos available  
Nov 14 - 17

Check us out  
at **Booth 252!**

BOOK A TIME



[vrcave.ca/iaapa](http://vrcave.ca/iaapa)





Creators of Award Winning Attractions



**AERIAL  
ADVENTURES**

**ADVENTURE  
PLAY**

**BESPOKE  
THEMING**

**COMPETITIVE  
SOCIALISING**

**ADVENTURE  
PARKS**

**MINI GOLF**

**START THE ADVENTURE**

**WWW.GREENSPANLTD.COM**

**SALES@GREENSPANLTD.COM**



# Young *at* Heart

*Revitalized museum sparks children's imaginations*

by Juliana Gilling



"EXUBERANCE" IS THE WORD that Dr. Helen Charman, director of Learning, National Programmes and Young V&A, uses to describe the V&A's former Museum of Childhood, newly transformed into Young V&A in London. The museum's playful energy is evident in the children who whizz into the airy atrium on scooters ahead of their grown-ups, in the shrieks of delight as kids' hand-built towers of blue blocks rise and fall, and in the glee of those who dress up and dance on stage. Their excitement is contagious.

© DAVID PARRY COURTESY  
OF VICTORIA AND ALBERT  
MUSEUM, LONDON





**“What’s brilliant about Young V&A is that we co-designed it from the outset. We designed it with—as well as for—children and young people.**

— Dr. Helen Charman

CLOCKWISE FROM RIGHT: Adventure Display, Imagine Gallery; Mini Museum, Play Gallery; The Arcade, Play Gallery

“It’s just a joy,” Charman says of Young V&A, the U.K.’s first museum of art, design, and performance for children and young people. Young V&A seeks to give them a sense of ownership over its national collections.

### By Children, For Children

“What’s brilliant about Young V&A is that we co-designed it from the outset. We designed it with—as well as for—children and young people. That was a significant shift because it put children’s and young people’s voices at the center of the design process,” she says. “Young V&A’s alignment with what children wanted is why it was so popular in the summer. We were absolutely at capacity.”

Three years in the making, the £13 million project involved consultations with around 22,000 children, young people, and their families. The kids didn’t mince their words: around 40% of 8 to 12-year-olds told insights consultancy Beano Brain that museums were “boring.” Many museum operators would be crushed by the news. Charman recalls the a pivotal

moment when children challenged architects and designers De Matos Ryan. “They said, ‘We want the world’s most joyful museum.’ It was such a delightful brief.”

### A Warm Welcome

Young V&A is a place where light, color, pattern, and fun abound—and it begins at arrival. Young V&A occupies a Victorian building constructed in 1872, and since children often perceive historic places as intimidating, the team immediately works to make them feel welcome. On the welcome wall, there’s a giant pointing finger that reads, “Joy This Way.” Volunteers are also sure to greet them warmly. “We had our first 950 visitors in 31 minutes on the day we opened [July 1], and I personally welcomed everyone. We have worked so hard at that threshold moment,” Charman says.

Children and young people “immediately feel at home,” which gives them the confidence to see Young V&A as a playful environment. Young V&A is a “doing museum.” It champions the role of play in children’s lives, viewed as a way to build

© DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON



© DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON



© DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON





# Secure Your FunWorld with Exclusive IAAPA Elite Insurance Coverage



Explore the IAAPA Expo with McGowan Allied Specialty Insurance



Discover our industry-leading expertise: With over 40 years of experience specializing in insurance for amusement parks and attractions, **McGowan Allied Specialty Insurance** will be at the **IAAPA Expo** in Orlando, Florida this November 14-17.



Visit **Booth #3021** to engage with our team, attend our educational seminars, and secure tailored coverage to meet your specific needs, ensuring your success in the industry. Come learn about our comprehensive coverage options and schedule a meeting.



[McGowanAllied.com/connect](https://McGowanAllied.com/connect)



**Interested? Lets Talk.**  
[McGowanAllied.com /connect](https://McGowanAllied.com/connect)  
140 Fountain Parkway N, Suite 570  
St. Petersburg, FL 33716  
727.547.3023





© DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON

Adventure Display, Imagine Gallery

their resilience, well-being, and creativity, especially after the pandemic. “Everything we do is backed up with rigorous research,” Charman says. Throughout the redevelopment, the team kept asking themselves: “Is it relevant, is it inspiring, is it social?”

Upon entry, the three permanent galleries are instantly visible with their names spelled out in giant letters: Play, Imagine, and Design. “Any child can go anywhere, but the spaces have been loosely designed to target different ages,” Charman says.

### Engaging Galleries

In the Play Gallery, babies and toddlers can discover a mini museum. “It’s really popular, and it’s curated around sound, color, and texture,” she says.

Although designed for the under-threes, the mini museum has world-class objects on display. “Color totems” are filled with artifacts in rainbow colors. Tactile exhibits encourage preschoolers to feel different textures, such as rough wood and smooth marble. Children can play with a sand pattern table to develop motor skills. The Sound It Out exhibit, which displays the alphabet through objects in the collection, is a clever way of improving oracy.

Children can work together to construct marble runs. Young V&A’s team also collaborated with Minecraft master builders BlockWorks on a Minecraft interactive for The Arcade, the Play Gallery’s game design space. Street artist Mark Malarko contributed vibrant murals.

Young V&A visitors can also let their talents shine on a plush red-carpet stage in the Imagine Gallery. “The Stage gives kids permission to perform, and it’s amazing,” Charman says. They can take inspiration from the V&A’s collection of theater costumes and

shadow puppets for their performances. A movie entertains audiences with clips from the museum’s film archive.

Young V&A respects its collections’ integrity, but “the audience comes first,” Charman says. Artifacts are presented in ways that catalyze children’s creative and imaginative responses.

Across the galleries, the museum uses objects such as the costume Christopher Reeve wore in “Superman: The Quest for Peace,” Beatrix Potter’s sketches, or model maker Tristan Blondeau’s miniature planets as prompts for children to explore and tell stories. Children even interviewed artists and designers for permanent gallery content.

### Inspiring the Designers of Tomorrow

Upstairs in the Design Gallery, children learn how design is an agent of change. The gallery uses the V&A’s artistic exhibits to inspire teens to become tomorrow’s designers.

They can meet Young V&A’s first designer-in-residence, Clara Chu, who reimagines everyday domestic objects as fashion accessories. A poignant display





SPECIALTY  
VEHICLES

Electric, Gas, LPG, CNG & Diesel options.  
Seating from 6-116 passengers per tram.  
New & Used options available.

[www.specialtyvehicles.com](http://www.specialtyvehicles.com)

1-800-SVI-TRAM







# THRILL ON A NEW LEVEL

Discover our possibilities to enable your customers a new level of fun, thrill and excitement!

[www.kristallturm.com](http://www.kristallturm.com)



# COME

see us at IAAPA Expo  
in Orlando, booth  
#4206!

**KRISTALL  
TURM**  
THE HIGH ROPES COURSE



Marble Run in Moving & Making Play Gallery

shows how Open Bionics has worked with children and young people to create themed covers for its Hero Arm prosthetic, inspired by superheroes like Iron Man.

A bubble-like Microlino, a tiny Italian-Swiss electric car, appears to fly out from the Design gallery over the Town Square. Guests can refuel at the café beneath. There's seating everywhere, reading nooks, quiet areas, and dedicated learning spaces. There is also a buggy park, a new shop, outdoor spaces, and plenty of changing tables.

"When you come in, there's a great big neon sign of a flushing toilet with a finger pointing downstairs because we know that's one of the most important questions," Charman says. This play-led museum doesn't take itself too seriously.

Children can discover works by leading artists, poets, designers, and changemakers, including Virgil Abloh, Joseph Coelho, Olafur Eliasson, Miuccia Prada, and Greta Thunberg.

Young V&A will also host festivals and one temporary exhibition a year. First up is "Japan: Myths to Manga," scheduled to open on October 14, 2023. Multi-visit tickets to the new exhibition help generate additional revenue for the museum, costing £10, while regular museum entry remains free and accessible to all.

## Forging Community Connections

The museum team has reached beyond its walls, too. "We've been on this site for 150 years. We've got a history of being a resource here. So, we made a commitment that we would work with our local community," Charman says.

In the two years before opening, the team did a massive outreach project in the London borough of Tower Hamlets. "We mapped every organization within a 15-minute walk. We worked with every school in the borough, children's services, libraries, and community organizations," she says. The museum also did a local recruitment drive.

Access and inclusion are important throughout the museum. The building is designed to provide full access to all public areas. Young V&A offers large-print guides and induction loops, subtitled films in the galleries and temporary exhibitions, multi-sensory tactile books in the mini museum, accessible toilets, and a reading room. The museum also includes disabled and neurodiverse performers in its learning festival program.

"If you come to the museum, you see yourself and the world differently," Charman says. By using play to unleash children's creative confidence, Young V&A gives them the power to shape a better future. **FW**

[vam.ac.uk/young](http://vam.ac.uk/young)





# KAY PARK RECREATION

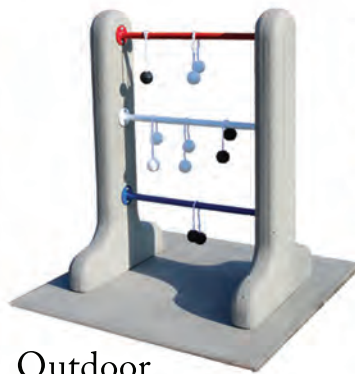
MAKING PLACES PEOPLE FRIENDLY • **SINCE 1954**

Get Your Game On!

Promo  
Code  
**FWPA2023**



*Tables, Benches, Bleachers, Dog Park Equipment, Litter Receptacles, Grills, Bike Racks, Fountains, Pedal Boats, Planters, NuCanoe, Highway Towable Bleachers & Stages*



Outdoor  
Ladder  
Toss



1-800-553-2476



[www.kaypark.com](http://www.kaypark.com)



Outdoor  
Ping Pong  
Table



NWAVE PICTURES PRESENTS

# THEATER OF DREAMS 4D

Imagination is the greatest adventure



## SYNOPSIS

Welcome to the Theater of Dreams! Have a seat while a funny plush toy called DJ Doggie Dog introduces himself and his best friend, Don. Soon, you'll follow these two inseparable buddies on their wildest adventures fueled by one thing: their imagination.

Combining beautiful CGI images and a luscious soundtrack, "Theater of Dreams" is a wonderful 4D/3D attraction on the power of friendship and fantasy.

**Length:** 11:28



## DON:

Don is a brave and whimsical wooden puppet. His wild imagination leads him to detect adventure at every corner. In his mind, chihuahuas become roaring lions, mops turn into repulsive goblins, and windmills into fire-breathing dragons!

## DJ DOGGIE DOG:

DJ Doggie Dog is the complete opposite of Don but he complies and follows his friend no matter how far his imagination might lead them.

Stop at **BOOTH 1667** to learn more...





# Racing Toward Physical Disability Access

How smaller attractions are elevating their accessibility efforts

by Keith Miller

*A story in the March/April 2023 Funworld issue ("Creating Sensory-Friendly Experiences," pg. 54), explored attraction accessibility for guests with sensory impairments. To extend upon this focus, Funworld is turning its attention to how attractions—especially smaller-scale ones that may lack the financial resources of larger, more established destinations—create enjoyable experiences for disabled guests.*

ALLISON ZUCK IS A PROJECT LEADER and architect for PGAV Destinations in St. Louis with Crohn's disease. After her diagnosis years ago, she underwent several surgeries that resulted in an ileostomy, a stoma in the abdomen where digestive waste is passed out of the body and into a pouch. As someone who has learned to live with a disability, Zuck shares her story with Funworld to provide unique insight into physical access needs at attractions.

While owners and operators may initially feel intimidated by the prospect of addressing physical accessibility shortcomings, Zuck encourages her colleagues working in the attractions industry to start simple.

"There are many options to increase accessibility without a significant financial burden," she says. "First, information that outlines the accommodations an attraction provides should be accessible to guests prior to their visit. This may include a map that highlights accessible entries, routes, restrooms, aid stations, and any other provisions. This information should also include contact information for any additional questions guests may have. If a guest is in a wheelchair and doesn't have the upper-body strength to make it up a steep ramp, or the guest is using a walker or cane, they could contact that number for assistance."

For guests in wheelchairs, Peppa Pig's Balloon Ride at Peppa Pig Theme Park in Winter Haven, Florida, features a vehicle



HIGH CALIBER KARTING AND ENTERTAINMENT

that allows individuals to remain in their wheelchair and roll directly on and off the ride basket. The vehicle came about through the joint effort of Merlin Entertainments' design department, Merlin Magic Making in Lake Wales, Florida, and ride manufacturer Technical Park in Melara, Rovigo, Italy.

There can certainly be a financial expense to accommodating guests with disabilities, but Zuck points out, "Twenty-five percent of the population has some form of disability, so I don't feel that finances or the size of the attraction are reasonable excuses to ignore the needs of a quarter of the population and, therefore, a quarter of potential customers."

This was on the mind of Jordan Munsters, president of High Caliber Karting and Entertainment in Okemos, Michigan, following a severe vehicle accident in 2020 that left him unable to walk due to nerve damage. He was in a wheelchair and endured months of extensive therapy, and all this occurred while his family entertainment center (FEC) was shut down due to COVID-19.

Despite experiencing loss and injury, Munsters realized something important, according to Jacki Krumnow, the venue's director of marketing. "After Munsters'

Jordan Munsters sits in the handicapable go-kart.

INSET: Hand control system for Munster's handicapable go-kart.



## How to Aim for Accessibility

Allison Zuck, project leader and architect for PGAV Destinations, shares a list of actions that attractions can take to improve their physical accessibility.

- ✓ **Navigate your facility** with disabled individuals to get their feedback and integrate them into the design process.
- ✓ **Provide tickets for specific entry** or implement a timed entry program to avoid the necessity of standing in long lines.
- ✓ **Provide places to sit and water stations** throughout an attraction.
- ✓ **Provide flexible seating**, such as some seats with armrests and some without, and intersperse accessible seating throughout a venue instead of only at the front or back.
- ✓ **Ensure accessible routes**, like elevators, have the same story experience as the main route by including sounds, visuals, and other theming.

accident, he and the rest of the owners realized something was missing in the entertainment field and in their own facility, and that's handicapable go-karting. It took months to get up and operating but providing a resource of fun for everyone was the goal. High Caliber did it because it was the right thing to do."

Munsters eventually regained the ability to walk, but that didn't dull his enthusiasm to develop a special go-kart that would allow guests in wheelchairs to enjoy a ride. It took a year of work, but the dedication paid off.

"We kind of went all out for it," says Munsters. "We brought in a fire department crew and they helped us be prepared for getting people in and out of karts. We build the entire harness system for getting in the kart. We had to test all this stuff and how to make it work, and once done, we didn't have to make many changes. We spent a lot of time figuring it out up front because we couldn't afford to screw this up."


The result was a go-kart operating system within the vehicle that eliminates the need to use regular brakes and gas pedals by placing the operating mechanics behind the steering wheel. The guests are seated in the go-kart via a specialized lifting sling. Once strapped in, they can drive onto either of two high-speed tracks, providing some individuals the ability to drive for the first time since being in a wheelchair.

"For me, the biggest thing wasn't the physical part of it or discomfort, but how would people feel about it emotionally," says Munsters. "But they love it. Most people don't even think accessible go-karting exists. But people who know about it rave about it and can't believe we cared so much. We got tons of attention and media coverage because of it. People care that you care."

He minces no words in saying that ADA [Americans with Disabilities Act] compliance is a minimum accommodation and encourages attractions to extend their efforts further.

While the financial commitment of making accessibility modifications may at first be a deterrent, Krumnow urges smaller attractions to look beyond the upfront costs. "The rave reviews we got after the debut meant we hit the ball out of the park. Our video went viral on Facebook, so we had thousands more people find out about both High Caliber and the inclusion we're now offering. It was an expense, but even though we did it for the right reasons, we benefited financially from the exposure. It opens the door to an entirely new guest."

Developing the go-kart cost the FEC about \$18,000, and around \$30,000 after testing. Krumnow suggests that if smaller attractions are looking to implement accessible changes in their facilities, they should explore government grants that offer assistance.

High Caliber Karting has gone further than the modified go-kart and offers other accessible attractions. The facility features wider double doors at every entrance, wheelchair-accessible restrooms, and an online 3D tour on the website of Able Eyes for individuals to view before visiting the facility. Able Eyes provides virtual walking tours of public space interiors like parks, museums, hotels, and restaurants for both accessibility and marketing. 

## LESS WORRY MORE FUN

Visit us at booth 3752 to enter the daily raffle



Because the ride should be fun!



**CODY HAND**  
COUNSEL AND STRATEGY

Fractional General Counsel - Strategic Planning  
Chief Operations - Advocacy Expertise  
Executive Pipeline Development





# Get a **\$800 statement credit\***

when you sign up for a new merchant services account during IAAPA Expo!

**Visit us during Expo at Booth 4236!**

## Clover Solutions

An all-in-one management system designed to help you take care of business, Clover offers options that allow you to rightsize your business solutions – and get more done than ever before.

Clover Station Solo



Clover Virtual Terminal



Clover Go



Clover Station Duo



Clover Flex



Clover Mini



### Do More With Clover:

- Accept chip card and touchless payments, such as Apple Pay
- Issue refunds
- Manage tips, tabs and authorizations
- Perform closeout reporting
- Set optional employee permissions
- Manage cash and tender types
- Apply discounts
- Manage customers

\*Promotional offer runs from 11/13/23 through 11/19/23. This offer is available for qualified IAAPA members who have not had a merchant services account processed by First Data Merchant Services LLC within six months immediately preceding the date on which they apply and open for a new merchant services account between November 13, 2023 and November 19, 2023. Merchant must meet the minimum annual processing volume of \$200,000 and must be credit approved between 11/13/2023 and 11/19/2023. The \$800 account credit will be in the form of an ACH payment to the merchant's deposit account that will be initiated within 60 days after the date the merchant's account is activated. Merchant account must be activated within 30 days of approval. Only one offer per eligible business. Terms and conditions apply, including the early termination fee.

© 2023 Clover Network, LLC. The Clover name and logo are registered trademarks owned by Clover Network, LLC and are registered or used in the U.S. and many foreign countries. Use of Clover requires a Merchant Processing Agreement. All trademarks, service marks and trade names referenced in this material are the property of their respective owners.

1393354 2023-09





# IAAPA MIDDLE EAST TRADE SUMMIT

ABU DHABI, UAE

22 - 24 JAN., 2024

Join us for this exclusive event and network with local stakeholders, learn about the latest trends in the attractions industry in the region and discover the products from a selected group of companies. Plus, have the opportunity to visit some of Miral's unique experiences like the brand-new **SeaWorld Abu Dhabi**, **Warner Bros. World Abu Dhabi**, **Ferrari World Abu Dhabi**, **Yas Waterworld Abu Dhabi**.

**For more information please visit:**  
**[IAAPA.org/MiddleEastTradeSummit](https://IAAPA.org/MiddleEastTradeSummit)**



# Solar Solutions

Attractions pursue renewable energy amid soaring costs

by Keith Miller



EUROPA-PARK

BEGINNING IN LATE 2021, just as attractions worldwide were recovering from the impacts of COVID-19, steep increases in energy prices that hadn't been seen in decades emerged. Russia's February 2022 invasion of Ukraine exacerbated the situation, especially in Europe, with the Centre for Economic Policy Research reporting in October 2022 that gas and electricity wholesale prices had increased 109% and 138%, respectively, and the European Central Bank reported a 27% increase in oil prices by April 2022.

The cost increases were substantial for one of Europe's most-visited attractions, Europa-Park in Rust, Germany, according to the park's managing partner, Roland Mack.

"As with everyone else, electricity costs have increased significantly for us in 2022 and 2023. Overall, we expect [our] energy costs to increase by around 10 million euros in 2023," Mack tells Funworld.

The park took immediate action to address the increases and worked diligently to ensure they had minimal impact on guests, though that wasn't always possible.

"We have reduced our energy consumption by about 15%, ideally in areas where our guests don't notice it immediately," Mack says. "But that of course doesn't always work. Take our hotel pools, for example: If we lower the [water] temperature to 26° C, the guests go straight to the reception desk and complain the water is too cold. They're used to it being 30° C."

Mack notes, however, that Europa-Park committed to saving energy long before the recent crisis began, so this is not an entirely new challenge.

## Tapping into the Sun

Mack says 15 years ago, the park built a large solar system at its guest carpark that generates 2 to 3 million kilowatt-hours (kWh) of electricity. The attraction in southwest Germany also built solar panel roofs over the parking lot at its Rulantica water park. "These systems alone could supply more than 400 households with energy for an entire year, but in the end, that alone does not solve our energy problem," he says.

Mack explains that an idea arose to join efforts with automobile logistics company Mosolf, which has huge parking lots near Europa-Park. The park requires a lot of energy during peak periods, and Mack points out that producing power through solar requires an enormous amount of space.

"About 20 hectares of the huge parking area will be covered with solar panels, enough space for 8,500 cars. The joint project is a perfect synergy of two family businesses."

Half of the energy output, which is anticipated to be about 25 million kWh, is designated to supply Europa-Park. Mack



MOSOLF GROUP



Underneath solar panels at a Mosolf carpark.

predicts the park will be able to supply itself long term with renewable energy and be largely independent of other energy sources, especially during the peak summer months. The investment will be in the range of 30 million euros.

Looking into the future, Europa-Park is focusing on high-performance storage solutions that would enable even greater use of solar energy. "This will be a significant step in the direction of regenerative energy production and supply," says Mack. "We already operate our own photovoltaic systems, hydroelectric power, and thermal power stations, but this new facility will open

up a whole new dimension in regenerative energy supply."

## The Importance of Solar Assessments

When attractions install an extensive new solar energy installation, like the one coming to Europa-Park, it's understandable for decision makers to wonder how effective the new system will be. Wet 'n' Wild water park in Kapolei, Oahu, Hawaii, can be seen as an example, as it just completed the second year of operation of a solar system supplying nearly 100% of the park's energy consumption.

Working with solar systems provider Sunspear Energy, the park activated a 1.3-megawatt system in April 2021. Park General Manager Scott Loos says the system is a win-win.

"The solar carports are a great solution for converting underutilized space into a revenue-generating asset. Wet 'n' Wild guests have the added bonus of shady, covered parking."

As for the system's performance, Jeffrey



**Convenience at the CENTER of Guest Experience**



THEME PARKS



WATER PARKS





LIVE EVENTS



HOTELS & RESORTS

**RFID wristbands & key fobs manufactured using best-in-class materials for a seamless & secure experience for both guests and venues.**

**For product consultation/recommendation/quote, contact us!**

☎ +1 407 721 8489 ✉ [rfidwb@sivagroup.co](mailto:rfidwb@sivagroup.co) 🌐 [www.sivaiot.co/wb](http://www.sivaiot.co/wb)



**SMART will proudly be exhibiting at the IAAPA Expo November 14-17!**



Visit us at booth **#2117** to learn how SMART can help you better manage your amusement business!

**Not making it to the show? Call today to set up a free demo!**

(833) 745-3553 | [f](https://www.facebook.com/SMARTSoftware) [in](https://www.linkedin.com/company/SMARTSoftware) | [www.SMARTSoftware](http://www.SMARTSoftware.com)



Kaemmerlen, CEO of Sunsphear, says, “The system produced 0.5% more power in 2022 (first full calendar year of operation) than was forecasted, which is good because we typically see a 2% reduction in year one due to light-induced degradation and then some annual degradation.”

Regarding challenges, Loos feels fortunate the park’s operating hours are when the sun is shining. But there are times of year when the park isn’t open, so there’s no use for the energy on those days.


“To solve this, we’re working with Sunsphear to add more solar panels and an energy storage system, which will store excess daytime solar power in the battery to power our pumps and other energy needs at night.”

His advice for attractions considering solar energy is to “get creative about financing,” and adds, “We did a lot of strategizing and partnering to create this 1.3 MW solar system. Just because something like this isn’t in your annual budget doesn’t mean it’s not possible to achieve with some strong partnerships.”

## Small Attraction, Big Results

Ladybird Farm Leisure Center, a family entertainment center (FEC) in Patca, Hungary, has made mindful ecological practices a cornerstone of its operations. Founder/owner János Handó says the FEC recently expanded its solar energy system and saw the benefit. “We have installed 30 KW more, therefore we now have 170 KW. This extension is to cover the energy needs of a new 900 square-meter reception, restaurant, and conference center building,” Handó says.

He says the FEC has also made a practice of pairing the use of heat pumps and solar panels. “State-of-the art air-water heat pumps can produce 4 to 5 kWh heat (or cold) from 1 kWh of electricity. A 1 KW photovoltaic solar panel can produce 1,250 to 1,300 kWh electricity per year in Hungary. So when we know the energy needs, a simple calculation gives us the quantity of solar panels needed,” Handó tells Funworld.

But Handó stresses that the FEC’s objective is not simply to provide energy from renewable sources, but to also decrease overall energy needs. “By this approach, we decrease the solar capacity needed that also reduces the carbon footprint of the production of solar panels. A real-life example is our new reception building that has a superb insulation and three-glass-layered windows and doors, plus window shading. As a result, the energy need is halved. Therefore, 30 KW solar capacity is sufficient, but it would be 60 KW if we do not invest in energy-saving construction practices,” he explains. 

# BREAK 5 DANCE

SETS THE BEAT IN EVERY PARK!



[www.hussrides.com](http://www.hussrides.com)







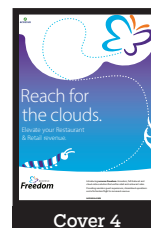
Cover 2

**One Fat Frog**  
www.onefatfrog.com



Cover 3

**Zpro Watersports**  
www.zprowatersports.com



Cover 4

**accesso**  
www.accesso.com

<b>C1, C4</b>	<b>accesso</b> www.accesso.com	<b>131</b>	<b>IAAPA Honors</b> www.IAAPA.org/events/education/iaapa-honors-2024/	<b>86</b>	<b>QubicaAMF Bowling Products</b> www.qubicaamf.com
<b>66</b>	<b>Adrenalin Attractions</b> www.adrenalinattractions.com	<b>126</b>	<b>IAAPA Middle East Trade Summit</b> www.IAAPA.org/events/connections/summit/IAAPA-north-america-summit-2024	<b>104</b>	<b>Ride Development Company (RDC)</b> www.bumpercar.com
<b>59</b>	<b>Amusement Products</b> www.amusementproducts.com	<b>64</b>	<b>IAAPA North America Events</b> www.IAAPA.org/regions/north-america	<b>21</b>	<b>Roe Visual</b> www.roevisual.com
<b>73</b>	<b>Aquatique Show</b> www.aquatique-show.com	<b>89</b>	<b>Impulse Souvenirs</b> www.impulsesouvenirs.com	<b>60</b>	<b>SAMC REVERCHON</b> www.reverchon-attraction.com
<b>61</b>	<b>Architectural Design Consultants Inc.</b> www.adcidesign.com	<b>2</b>	<b>Intamin Amusement Rides</b> www.intamin.com	<b>83</b>	<b>Satisfi Labs</b> www.satisfilabs.com
<b>79</b>	<b>AVS Companies</b> www.avscompanies.com	<b>91</b>	<b>J &amp; J Snack Foods</b> www.jjsnack.com	<b>23</b>	<b>Semnox Solutions</b> www.semnox.com
<b>11</b>	<b>Axess AG</b> www.teamaxess.com	<b>35</b>	<b>Janimation Studios</b> www.vrhotairballoons.com	<b>12</b>	<b>Simtec Systems GmbH</b> www.simtec.de
<b>5</b>	<b>Brunswick Bowling Products</b> www.brunswickbowling.com	<b>43</b>	<b>JKJ Workforce Agency</b> www.jkjworkforce.com	<b>128</b>	<b>SIVA Inotec</b> www.sivaiot.co/wb
<b>125</b>	<b>Clover</b> www.partners.clover.com/IAAPA	<b>121</b>	<b>Kay Park Recreation</b> www.kaypark.com	<b>37</b>	<b>Sky Elements</b> www.skyelementsdrones.com
<b>124</b>	<b>Cody Hand</b> www.codyhand.com	<b>40</b>	<b>Kent Precision Foods Group</b> www.frostlinefrozentreats.com	<b>128</b>	<b>Smart Software</b> www.smart.software.com
<b>71</b>	<b>Coin Tech Debit Card System</b> www.cointechcard.com	<b>25</b>	<b>Kern Studios</b> www.kernstudios.com	<b>119</b>	<b>Specialty Vehicles</b> www.specialtyvehicles.com
<b>29</b>	<b>Dronisos</b> www.dronisos.com	<b>120</b>	<b>KristallTurm GmbH &amp; Co. KG</b> www.kristallturm.com	<b>51</b>	<b>Sunkid GmbH</b> www.sunkidworld.com
<b>75</b>	<b>EPR Properties</b> www.eprkc.com	<b>49</b>	<b>KwikCovers</b> www.kwikcovers.com	<b>27</b>	<b>Triotech</b> www.trio-tech.com
<b>109</b>	<b>Falcon's Beyond</b> www.falconsbeyondglobal.com	<b>95</b>	<b>Lagotronics Project</b> www.lagotronicsprojects.com/en	<b>112</b>	<b>Unclaimed Baggage</b> www.unclaimedbaggage.com
<b>76</b>	<b>Game of 1000 Boxes</b> www.1000boxes.game	<b>38</b>	<b>Landmark Studio &amp; Design</b> www.landmarkstudio.com	<b>85</b>	<b>University of NC (UNCSA) School of Design &amp; Production</b> www.uncsa.edu/dnp
<b>47</b>	<b>Great Coasters International</b> www.greatcoaster.com	<b>103</b>	<b>Luckey Climbers</b> www.luckeyclimbers.com	<b>1</b>	<b>Vekoma Rides Manufacturing</b> www.vekoma.com
<b>114</b>	<b>Greenspan</b> www.greenspanltd.com	<b>117</b>	<b>McGowan Allied Specialty Insurance</b> www.mcgowanallied.com	<b>7</b>	<b>Vortex Aquatic Structures International</b> www.vortex-intl.com
<b>99</b>	<b>Guangdong Jinma Entertainment Corp.</b> www.jinmarides.com	<b>111</b>	<b>Merchant Advocate</b> www.merchantadvocate.com/iaapa	<b>113</b>	<b>vrCAVE</b> www.vrcave.ca/iaapa
<b>81</b>	<b>Haas &amp; Wilkerson Insurance</b> www.hwins.com	<b>101</b>	<b>Neveplast</b> www.neveplast.it	<b>52</b>	<b>Waltzing Waters</b> www.liquidfireworks.com
<b>129</b>	<b>Huss Park Attractions</b> www.hussrides.com	<b>122</b>	<b>nWave Pictures</b> www.nwave.com	<b>17</b>	<b>WhiteWater West Industries</b> www.whitewaterwest.com/en/products/water-slides/icons/orbiter/
<b>34</b>	<b>IAAPA Certification</b> www.IAAPA.org/education/iaapa-certifications	<b>C2</b>	<b>One Fat Frog</b> www.onefatfrog.com	<b>8</b>	<b>WhiteWater West Industries</b> www.whitewaterwest.com/en/products/water-slides/icons/orbiter/
<b>30</b>	<b>IAAPA Institute for Attractions Executives</b> www.IAAPA.org/education/iaapa-institute-attractions-executives	<b>93</b>	<b>Player One Amusement Group</b> www.WinWithPIAG.com	<b>97</b>	<b>Wood Design Amusement Rides</b> www.wooddesign.nl
<b>65</b>	<b>IAAPA EMEA Winter Summit</b> www.IAAPA.org/IAAPAEMAWinterSummit2023	<b>106</b>	<b>PLAYMIND</b> www.playmind.com	<b>19</b>	<b>Zigong Lantern Group</b> www.zigonglanterngroup.com
<b>64</b>	<b>IAAPA North America Events</b> www.IAAPA.org/regions/north-america	<b>31</b>	<b>ProSlide Technology</b> www.proslide.com	<b>C3</b>	<b>Zpro Watersports</b> www.zprowatersports.com





# HONORS

## CELEBRATING ATTRACTIONS INDUSTRY INNOVATION, CREATIVITY, AND EXCELLENCE.

Join us March 3, 2024, in Las Vegas, Nevada, for the very first IAAPA Honors! This new and celebratory event will formally recognize the 2023 IAAPA Hall of Fame Inductees, the 2023 IAAPA Service and IAAPA Young Professional award recipients, and the announcement of the highly anticipated winners of the 2023 IAAPA Brass Ring Excellence Awards.

IAAPA Brass Ring Award winners for Best New Product and Best Exhibit at IAAPA Expo Asia, IAAPA Expo Europe, and IAAPA Expo will be also recognized.

Meet us in the vibrant city of Las Vegas where we will shine a spotlight on the remarkable contributions made by individuals and organizations within the industry.







# Rolling Up to the Revitalized Saco Drive-In

AQUABOGGAN WATER PARK IN SACO, MAINE—which opened in 1979—purchased the naming rights and the assets to the historic Saco Drive-In, which had been in operation since 1939. Located across from the water park, it is one of the oldest drive-ins in the U.S. and the oldest in Maine. The land upon which it operated for all those years was recently sold and the drive-in was forced to close, ceasing all showings in 2022.

As soon as Aquaboggan's leadership team heard of the drive-in's fate, the water park's owners, Wesley and Judy Hurst, along with park general manager Ethan Mongue, made a quick decision that only lifelong residents of Saco would make.

"Let's buy it and move the business to our side of the street." The classic sign, considered an iconic local image, was part of the deal and was refurbished. The theater had a new digital projector, and the water park was told they could take all assets from the property after the sale.

Wesley built a new screen in the parking lot across from the main entrance and had the lot revitalized. The "new" Saco Drive-In opened to the public on Memorial Day 2023, with the double billing of "The Super Mario Bros. Movie" and "Puss in Boots: The Last Wish."

"It was a no-brainer for us," Mongue told me as we sat in his office looking over the parking lot at the projection shack and screen. While there were significant costs involved, existing infrastructure helped defray much of the cost.

The park closes at 5 p.m. and the cars are out of the parking lot in plenty of time to reopen for movie patrons at 8:15 p.m. No poles with speakers are needed, as the sound is broadcast on FM radio. For most of the first season, a food truck doubled as a concession stand, but an unused room



facing the parking lot was spruced up and turned into a walk-up concession stand. Movie-goers use the park's bathrooms. "Our opening weekend was a big success, but

rainy and cool weather hampered our business through June and early July," Ethan added. "Business picked up in mid-July and based on everything we are happy with our first full season."

The theater was open Wednesday through Sunday during the season and Labor Day through Columbus Day on weekends. The cost per car was \$25.

The theater not only expands the water park's shoulder season, but it also provides another source for group sales. Ethan noted that he booked six corporate buyouts, as well as several fundraising and appreciation events that took place on a Monday or Tuesday.

"This is an area of our business we will definitely be expanding upon," notes Ethan.

While there is some pushback from the locals who say the new operation is not the "real" Saco Drive-In, Ethan is quick to point out that the beloved community attraction would have permanently closed if not for Aquaboggan's intervention. "The issue here is that we stepped up and preserved a community asset. We kept a long-lasting local tradition alive and we are proud that we were able to do it." **FW**

Original Saco Drive-In sign, across street from Aquaboggan Waterpark.

INSET: Ethan Mongue next to the projection shack.

TIM O'BRIEN



# Inflatable Fun for All Your Guests!

**Our rafts and tubes keep the fun flowing!**

Quality, reliability, bright colors and thrilling designs add to the experience at your waterpark.

**See us at BOOTH 2651**  
**IAAPA**

**COMPLETELY  
CUSTOMIZABLE**

**JUST 8 SEAMS!**  
Half the seams of  
competitors!



[ZProWaterSports.com](http://ZProWaterSports.com)





# Reach for the clouds.

Elevate your Restaurant  
& Retail revenue.



 **Freedom**<sup>™</sup>

Introducing **accesso Freedom**. A modern, full-featured and cloud-native solution that unifies retail and restaurant sales. Providing seamless guest experiences, streamlined operations and a frictionless flight to increased revenue.

[accesso.com](https://accesso.com)